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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-four years the recognized authority for those interests.

VOL. XXXVI. PUBLICATION OFFICE: TORONTO, JANUARY, 1920 No. 1

THE FIRST BIG SELLER FOR 1920

THE GREAT IMPERSONATION

By E. PHILLIPS OPPENHEIM

Startlingly prophetic as his previous stories have been, in this new novel Oppenheim has surpassed himself. It is a happy blending of love, mystery and international intrigue so splendidly done that its publishers are convinced that it is the best story Oppenheim has ever written.



DEALERS Oppenheim always sells and continues to sell bigger than ever. THE GREAT IMPERSONATION, a book of the one hundred thousand class, starts on its journey of success on January 2nd, 1920.

GET BEHIND THIS BOOK FOR A BIG, LONG DRIVE

Published by McCLELLAND & STEWART, LIMITED
215-219 VICTORIA STREET, TORONTO

BOOKSELLER AND STATIONER, December 29, 1919. Volume XXXVI. Published every month. Yearly subscription price, $1.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

—he holds big business for every dealer who sells BICYCLE and CONGRESS Playing Cards!

It's that old sparkle in the eye—that "got-you-guessing" expression that denotes a real card player—a playing card buyer!

Thousands of people are playing cards—thousands more are learning to play—all fascinated by the joy of the game. They are reading the national advertisements of BICYCLE and CONGRESS Playing Cards.

Our big national advertising campaign is making more card players this winter than ever before. Really attractive messages in every advertisement—real business building for you!

The January Advertisement

The advertisement shown herewith appears in the leading national magazines for January. It is one of the best of the whole series—one that will make hundreds of folks right in your community want to start playing cards *right now!*

Are you ready to take advantage of this opportunity? Have you BICYCLE and CONGRESS Playing Cards in stock? If not you should have—that is, if you wish to make ALL the profits possible for you to make.

Ask us for Window Display Material. Of course, you'll want to order U. S. Cards if you do not have them.

THE U. S. PLAYING CARD CO.
Dept. 4, Cincinnati, O., and Windsor, Can.



Reduced reproduction of advertisement appearing in January issue of seven leading national publications.

Looking Backward

The most profitable lesson to be learned in the last year's trading is—that a dealer must buy early if he desires to get his goods in time for each season's trade—and at the right price.

Our lines of the following are now ready;

Christmas Cards, Calendars,
Birthday Cards, Valentine Novelties, Easter Cards,
Post Cards,
Toy Balloons, Advertising Balloons,
Permolin Toy Products and Easter Rabbits,
Toy Books, Printing Books, Painting Outfits,
Dean's Rag Books and Waterwings.

Crepe Tissue, Tissue Napkins.

M.S. & O.'s Seccotine, Glacier, Block Calendars,
Blotting Paper (Staple and Fancy lines), **Blotting,**
Sealing Wax, Pencils, Erasers, Lyon's Ink, Glucine,
Modellit (Modelling Clay in pound Bricks and Fancy Boxed Sets)
Eyelet Pliers, Ajax Eyelet Machines, Eyelets,
Thumb Tacks.

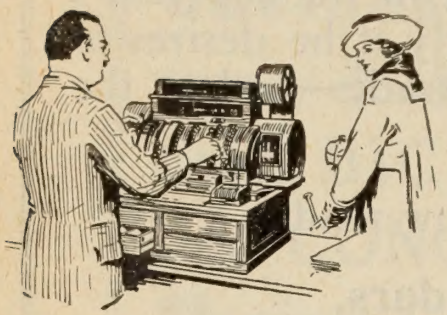
Enquire for Samples and Prices Now, Please.

Menzies & Company, Limited

439 King Street West, Toronto

Manufacturers — Manufacturers' Agents — Importers
Exporters

An up-to-date National Cash Register gives a merchant control of his business



IT forces each clerk, or the merchant himself, to make a record of every sale he handles. The record must be complete before change can be made or the transaction finished.



The record of each transaction is brought to the attention of the customer in two ways: by the electrically lighted figures at the top of the register and by the printed receipt which she receives.



The record is also printed and added automatically at the time the transaction takes place. These accurate records are the foundation of good storekeeping.

A merchant must have such records to control his business and to make up his income tax report. An up-to-date National Cash Register gives them to him cheaply, accurately, and quickly.

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street W.	Quebec	133 St. Paul Street
Edmonton	5 McLeod Bldg.	Regina	1820 Cornwall Street
Halifax	63 Granville St.	Saskatoon	265 Third Avenue, S.
Hamilton	14 Main Street E.	St. John	50 St. Germain Street
London	350 Dundas Street	Toronto	40 Adelaide Street
Montreal	122 St. Catherine Street, W.	Vancouver	524 Pender Street, W.
Ottawa	306 Bank Street	Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

ROLLAND'S STANDARD WRITING TABLETS

These four standard tablets are made with well known High Grade watermarked paper.

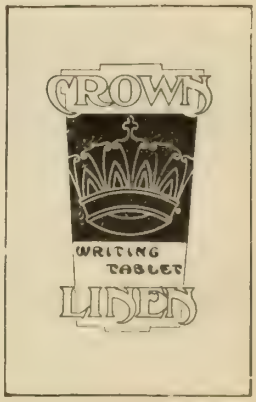
MADE IN CANADA

They are well bound with these attractive covers—and are the basis for steady tablet sales with the right class of customers.









Every stationer knows that Rolland's Superfine Linen Record is the best known and most widely used paper in Canada. But many do not know that it is put up in tablets, note and letter size, and is the ideal tablet for the better class of trade. The Earnscliffe, Empire and Crown (laid) papers are also well known Canadian papers and supply a range in price.

Ask your wholesaler for quotations. We will gladly supply samples on request.

THE ROLLAND PAPER CO., Limited

HIGH GRADE PAPER MAKERS

MONTREAL, P.Q.

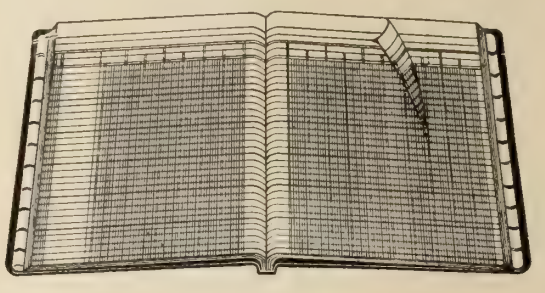
Mills St. Jerome, P.Q. and Mont Rolland, P.Q.

LUCKETT'S
STERLING
— LINE —

Made in Canada

COLUMNAR BOOKS

From 2 Columns to 1000 or more.



DON'T OVERLOOK

this new and extremely important item at this time of the year.

Hundreds of accountants and business houses are starting their financial year and will be looking for :—

CASH BOOKS
JOURNALS
SALES DISTRIBUTION
EXPENSE DISTRIBUTION
PURCHASE DISTRIBUTION
DEPARTMENT DISTRIBUTION
CASH JOURNAL (Synoptic)
TRIAL BALANCE
BANK JOURNAL

Also for all General Accounting, Recapitulation, Statistical and any other purpose where Columnar Sheets are used.

LOOSE LEAF—OF COURSE

If you haven't these in stock write us TO-DAY.

LUCKETT LOOSE LEAF, LIMITED
TORONTO

Special Announcement to Booksellers and Stationers Marketing

Phonograph Supplies

I am distributing or jobbing the following lines of first-class Phonograph Accessories and Supplies:—

Bemister's Semi-Permanent Stylus.
Brilliantone Steel Needles.
Record Albums.
"All-in-One" "Speed Indicator."
"All-in-One" Columbia Attachment.
Record Cleaners.
Steel Needles.
Sapphires for Edison and Pathe.
Kent Master Adapter for Edison.
Tone-Clear Record Polish.
Ferro Automatic Stop.
Bemister's Pathe Needle.
Brilliantone Combination Needle.
Disc-Lites.
"All-in-One" Victor Attachment.
"A.R.L." Victor Attachment.
Violaphone "gold point" needles.
Petmecky Multi-tone Self-sharpening Needles.
Diamond Points for Edison
Kent Attachment for Edison.
Jones-Motrola.

My latest catalogue and price list is now in the press. Write for a copy. My lines will make "DOLLARS" for "DEALERS."

Yours faithfully,

H. A. BEMISTER

10 VICTORIA ST., MONTREAL, QUE.

Esterbrook 788 Oval Point



61st Year

Most Large Industrial Establishments, Banks, Schools, Etc., Buy Pens in Quantity

Esterbrook Pens

are more used than any other writing unit

Your opportunity for Quick Turnover and good profits in the sale of pens leads to the cultivation of this large trade.

You can guarantee prompt delivery of any style of Esterbrook Pens and can offer a thoroughly comprehensive assortment — a pen for every purpose — a pen for every hand.

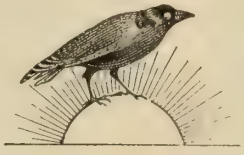
Write today for catalog and full information

THE ESTERBROOK PEN MFG. CO.
18-70 COOPER ST.,
CAMDEN, N.J.

Canadian Agents: Brown Bros., Ltd., Toronto, Canada

Esterbrook Pens "Easiest to sell!"

1920 **1920**



This is "Dawson" Year for Blank Books

100 % Quality

Stocks are very complete - Workmanship never better

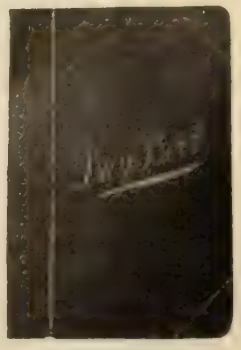
Prices Right

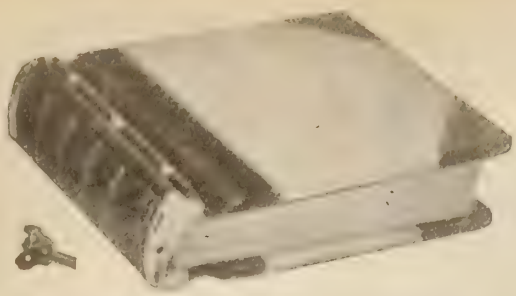
ORDER EARLY



W. V. Dawson, Limited.

MONTREAL



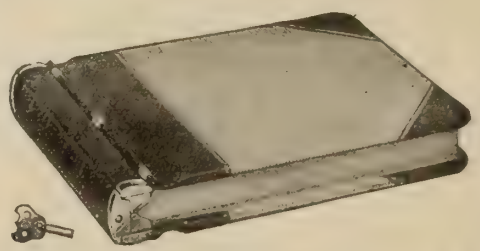


B & P Progress
and
Universal Loose Leaf Ledgers

Now is the time to have a good supply of popular-priced Loose Leaf Ledgers on hand. Business conditions are such that every organization doing business to-day must know exactly where it stands.

This means that, beginning the New Year, there are bound to be many changes and readjustments in accounting methods. And B & P popular-priced Loose Leaf Ledgers meet all requirements.

Universal Ledgers bound in Black Fabri Hide back and corners. Progress Ledgers in two durable bindings, Red Fabri Hide back and corners, corduroy sides and full canvas and corners, both styles in various capacities with liberal expansion. Complete Ledgers ready for use are carried in stock and we will be glad to co-operate with dealers who contemplate carrying a representative stock of these profitable lines.



Write for our special introductory offer

BOORUM & PEASE COMPANY

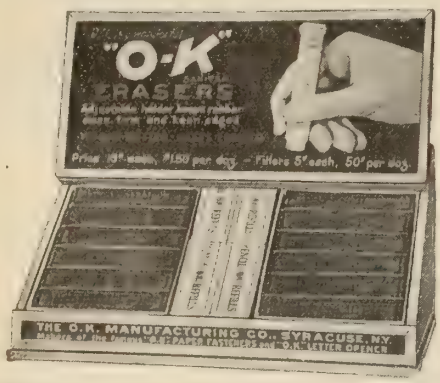
109 Leonard St. - - NEW YORK CITY

Makers of "Standard" Blank Books and Loose Leaf Devices

Home Offices: Front St. and Hudson Ave., Brooklyn, New York
Factories: Brooklyn, N.Y.; St. Louis, Mo.

Sales Rooms: 109-111 Leonard St., New York; Old South Bldg., Boston, Mass. Republic Bldg., Chicago, Ill.; 4000 Lacelede Ave., St. Louis, Mo.

Every Dealer Should Sell



THE SANITARY "O.K." ERASER
DISPLAY FURNISHED WITHOUT CHARGE

This display case holds one carton Typewriter and one carton Pencil Erasers, one doz. to each carton; two boxes Typewriter and two boxes Pencil Fillers, one doz. to each box. The case being adapted to receive the two cartons and four boxes, it can be readily and easily refilled from stock as required.

This case is finished in five colors having a strong metal frame and is exceedingly attractive. We prefer to send this case out filled, charging only for the Erasers and Fillers at the regular trade price.

This silent salesman tells, in a nice way, a story that is convincing. Sent through your jobber or direct.

The O.K. Manufacturing Co., Syracuse, N.Y., U.S.A

All Your Customers Need
WORK-ORGANIZERS

STRONG appeal; sell easily; repeat great; liberal margin.

Just Keep Them in Sight

Dealers who keep WORK-ORGANIZERS out where customers can see them find they sell out in no time; business men instantly see their value.

Make Good With Customers

because they make desk organization easy. Inexpensive; lie flat on desk or in drawer; organize the day's work; keep all papers relating to one subject together—instantly findable.

Neither your stock nor your profits are complete without them.



No. 332, 10 pkts., $5.25; No. 330, 6 pkts., $3.75. Letter size black seal grain, Fabrikoid cover. All flat, open in front, your own subject labels.

In Drawer No. 734, handsome paper, 15 pkts., $2.25; No. 732. 10 pkts., $1.90; No. 730, 6 pkts., $1.50. Letter size. Ten other styles.

Just a Few of the Thousands of Big Users

Art Metal Construction
Ass'n of National Advertisers
Ford Motor Co.
Standard Sanitary Mfg. Co.
U.S. Government
Welch Grape Juice Co.

Work-Organizer Specialties Co.

87 JEFFERSON AVE., DETROIT, MICH.

VENUS PENCILS

YOU take no chances when you carry a full line of VENUS Pencils because they already are the largest selling quality pencils in the world.

Their immense popularity is due to just one thing—they represent PENCIL PERFECTION for any Purpose and the public knows it.

17 BlackDegrees and 3 Copying

American Lead Pencil Co.

220 Fifth Avenue, N.Y and London, Eng.



YOU CAN HELP!

Through the years since Gold Medal Crayons were first launched, your interest and support have been essential to the success of the line.

No one appreciates more than we, the good will you have shown, and no one has put forth greater effort to really justify this confidence. During the past few months, however, unusual conditions in both labor and material markets have made it difficult to give the usual prompt service.

This does not mean that we have relaxed our efforts to serve you, but simply that we shall have to ask our friends to help us by anticipating their future needs a little further in advance.

This will mean better service to you.

BINNEY & SMITH CO.
81-83 Fulton St., - New York

MODERN BUSINESS ESSENTIALS

EFFICIENT and ECONOMICAL

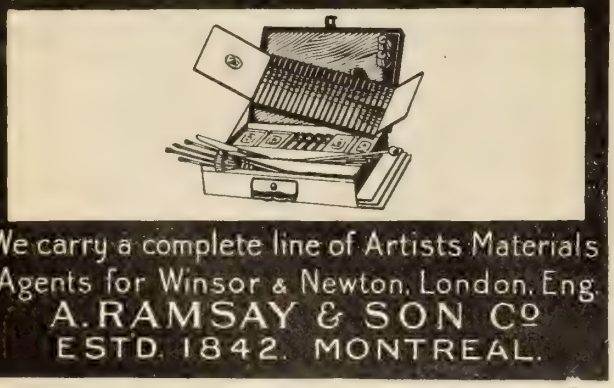


Wilson-Jones Loose Leaf Company

Largest Manufacturers of Loose Leaf Products in the World

Chicago - - - New York

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

Have You a Typewriter Agency?

After the interruption to business, due to our supplying the British, French and Canadian Governments with Empire Typewriters:

We are now reorganizing our Agencies and are open to appoint Agencies in live towns where not now represented.

This offers a first-class proposition for Office Specialty Distributors.

For full particulars apply

THE EMPIRE TYPEWRITER
126 St. Peter St., MONTREAL



PLAYTHINGS

The American Toy Journal

18th year of publication and the largest Toy Magazine in the World.

The editorial pages give all the news of the Industry and there are 300 to 500 Business Announcements in every issue

Subscription—$2.00 per year. (Foreign $3.00)

Send your subscription NOW

Playthings 118 E. 28th Street NEW YORK

IF YOU WANT SOMETHING AND DON'T KNOW WHERE TO GET IT—WRITE US—WE'LL TELL YOU.

BOOKSELLER AND STATIONER
Special Service Department

DIXON

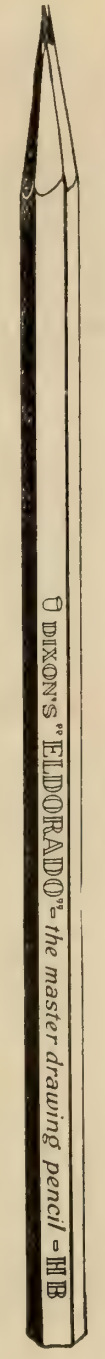
PENCIL PERFECTION

¶ As the days go by your customer will develop a certain attachment for his Dixon's Eldorado.

¶ Unconsciously at first, and then consciously, he will select it from other pencils that happen to lie on his desk.

¶ With the first touch of pencil to paper he realizes that Eldorado fits his hand and his work better than any other pencil he has ever used.

¶ Stock it for him and assist him do his best work, at the same time earning his goodwill and confidence in your judgment of pencil values.



DIXON'S
ELDORADO
"the master drawing pencil"

Made in 17 leads—
one for every need
of preference

A. R. MacDougall & Co., Ltd.
Representatives for Canada and Newfoundland
468 King St. West - - Toronto

DIXON



VUL-COT
GUARANTEED
Waste Baskets

There are six sales-making features that will make profit for you if you will only investigate them and then tell your customers about them.

6 *VUL-COT features that mean profit to you*

STRONG
LIGHT
SANITARY
SMOOTH
ATTRACTIVE
GUARANTEED

It hardly seems possible that one basket can have so many really good features—but that's just what makes Vul-Cot the best basket offered to-day.

Let us send you a supply of imprinted circulars for enclosure to your customers.

A. R. MacDougall & Co., Ltd.
Representatives for Canada and Newfoundland
468 King Street W.
Toronto

"SELLING DIRECT FROM FACTORIES"

ARO-MAC LINES STATIONERY & SUNDRIES

A. R. MacDOUGALL & CO. LIMITED

TORONTO

ARO-MAC LINES STATIONERY & SUNDRIES

A New Department

The steady growth of our business has made necessary an important development. Our salesmen who represented us last year will now carry Stationers' Sundries only and another set of salesmen will associate themselves with our new Stationery and Fancy Goods Department.

The Stationery and Fancy Goods Department is founded on the lines of certain manufacturers we have represented for some time, with recent additions. Mr. A. Roy MacDougall, our President, has just returned from England, and has completed arrangements to represent in Canada and Newfoundland several leading firms whose names appear in the list of lines comprising this department. Particularly interesting and important is the announcement that we have re-established our connection with Birn Brothers Ltd., and have samples of altogether new designs to show you.

Stationery and Fancy Goods Department

Birn Brothers, Ltd., London, England.

After a suspension of over five years on account of working every machine on military work, Birn Brothers, Ltd., are again in a position to supply a complete range of cards, characteristically bright, well finished, original, at varying prices, and saleable. Included is an entirely new Dominion Series which will be very popular with our returned soldiers and their friends. Dealers are giving careful attention to the favorable attitude towards English merchandise, and also to the low rate of English exchange.

Ross & Hodder, Ltd., London, England.

Post Card Albums, Scrap Albums, Snap Shot Albums.

Marris's, Limited, Birmingham, England.

Picnic Baskets and Art Metal Goods.

George Hatton & Co., Birmingham, England.

Metal Photo Frames and Fancy Metal Goods.

Jewell Pen Co., London, England.

Fountain Pens (See advertisement elsewhere in this issue).

Several manufacturers of High Class Fancy Leather Goods.

A. J. Holman Company, Philadelphia, Pa.

Bibles, Testaments, Family and Pulpit Bibles; Photo and Snap Shot Albums, etc. Holman Bibles besides embodying many special and exclusive features are available for prompt delivery which is important under present conditions. Bibles are not subject to duty.

White & Wyckoff, Holyoke, Mass.

High Class Papeteries and Writing Papers.

A. R. MacDougall & Co., Limited

Representatives for Canada and Newfoundland

468 King St. West - Toronto

Sundries Department

While in England, as referred to on the opposite page, Mr. MacDougall made arrangements to represent in Canada and Newfoundland several important manufacturers of stationers' sundries. These new lines, with those we have already established, comprise a complete range and we are now in a better position than ever before to serve you. As is our policy, we will stock certain items for quick delivery and also sell for import.

Sundries Department

Joseph Dixon Crucible Co., Jersey City, N.J.
Lead Pencils, Erasers, Lumber Crayons, Penholders.

Setten & Durward, Birmingham, England.
Manufacturers of Stationers' Sundries already well and favorably known in Canada.

Jas. MacNeil & Sloan, Glasgow, Scotland.
Sealing Wax.

John Mitchell, Birmingham, England.
World's oldest manufacturer of Steel Pens.

T. Webster & Co., Liverpool, England.
Ink Powders and Ink Tablets.

Kolok Mfg. Co., London, England.
Carbon Papers, and Typewriter Ribbons.

Polar Mfg. Co., Philadelphia, Pa.
Practical Office Articles, including Non-shine Pads.

American Vulcanized Fibre Co., Wilmington, Del.
Vul-Cot Waste Paper Baskets.

Automatic Pencil Sharpener Co., Chicago, Ill.
Pencil Sharpeners, Paper Fasteners, Clips, etc.

Easthampton Rubber Thread Co., Easthampton, Mass.
Rubber Bands.

Erie Art Metal Co., Erie, Pa.
Waste Baskets, Letter Trays, Strong Boxes, etc.

Sengbusch Self-Closing Inkstand Co., Milwaukee, Wis.
Self-Closing Inkstands, Ideal Sanitary Moisteners, Mucilage Appliers, etc.

Standard Crayon Mfg. Co., Danvers, Mass.
Wax Crayons for all purposes, School Chalk.

Trussell Mfg. Co., Poughkeepsie, N.Y.
Loose Leaf Memos and Price Books.

Aromac Fountain Pens.

School Goods, Scribblers, Exercise Books, Stenographers' Note Books, Writing Tablets, Statement Pads, etc.

Sundries, Drawing Pins, Superior Paper Fasteners, Stamp Pads, Desk Pads, Eyeletting Machines, etc.

A. R. MacDougall & Co., Limited

Representatives for Canada and Newfoundland

468 King St. West - Toronto



THE MARK
OF
MASTER MAKERS

Announcing the New

White & Wyckoff Trade Mark

WE show here our new mark—the new seal of worth, attesting that stationery which bears it is a White & Wyckoff product.

As rapidly as conditions permit it will appear on all our lines of distinctive social stationery, replacing the present W&W mark, comprising wreath and ribbon encircling the W&W name.

This new emblem—"The Mark of Master Makers"—on any box of writing paper, will stand, as always, first and last for quality, for service, for price, with handsome profits to the dealer.

White & Wyckoff Mfg. Co.

Master Makers of Distinctive Stationery

HOLYOKE, MASSACHUSETTS, U.S.A.

Distributors for Canada
Exclusive of the Maritime Provinces and Newfoundland

A. R. MacDOUGALL & CO., Limited

468 King St. West
TORONTO

ARO-MAC LINES STATIONERY & SUNDRIES

"SELLING DIRECT FROM FACTORIES"

A. R. MacDOUGALL & Co. LIMITED

TORONTO

ARO-MAC LINES STATIONERY & SUNDRIES



Standard Wax Crayons and Chalks

A complete line of School Crayons and Chalk of every description; Marking Crayons for every purpose and all colors; Checking Crayons in all colors; Markers for glass, tin and all smooth surfaces; Chalk for mills, carpenters, railroads, etc.

No. 4 Crayel

Eight colors, being six standard with black and brown crayons wrapped; blue package with white lettering. Colors are most brilliant and of exceptionally fine blending qualities. Package is very attractive.

Crestlight Crayons

mark freely, are brilliant and do not smear. Being hydraulic pressed, they are very durable and the usual rub and blur of wax crayons is absent. No. 19 Crestlight should be in every dealer's hands as the best crayon for schools.

Standard School Chalks have been adopted by many schools. Get our prices and samples on Standard Brand White, Standard Brand Enamelled, Standard No. 3 colored, and colored chalk in packages.

Omega Dustless Chalk Crayons, white and colored, are economical from every standpoint. They outwear common chalk three or four times and cost less to handle; easy marking, easy to erase, no grit, minimum dust.

STANDARD OMEGA DUSTLESS

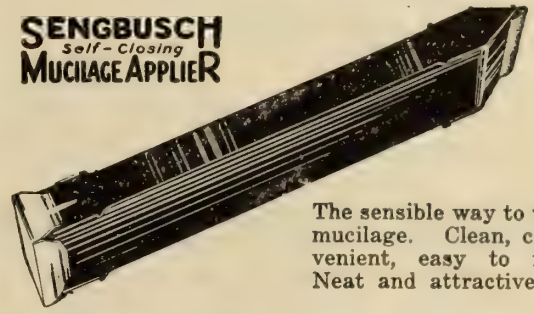


Why do they Standardize on Sengbusch?

Many of the largest organizations and thousands of small offices have standardized on "Sengbusch" appliances because these are the recognized standards in their respective fields. Each has earned its place and reputation by years of successful performance.

You stand to lose the business of these people unless you keep up your stock of "Sengbusch" complete.

SENGBUSCH Self-Closing MUCILAGE APPLIER



The sensible way to use mucilage. Clean, convenient, easy to fill. Neat and attractive.

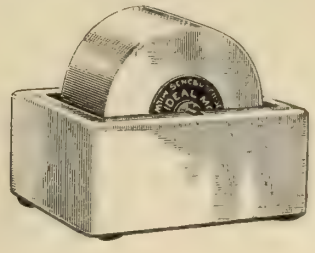
SENGBUSCH Self-Closing INKSTAND

It's more than an ink receptacle. It saves ink, time, trouble and temper. Cuts ink bills 75%, and assures clean, fresh ink at all times.

The IDEAL SANITARY MOISTENER

Puts the right amount of moisture just where it's needed. For fingers, stamps, labels, envelope flaps, etc., etc. Durable and useful.

A good line of "Sengbusch" office appliances is the earmark of a live stationer. There's a good margin in them, too.



A. R. MacDougall & Co., Limited

Representatives for Canada and Newfoundland

468 King St. W. - TORONTO

PROTECTS YOUR FINGER.

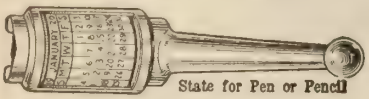


"ARGUS" Paper Fasteners

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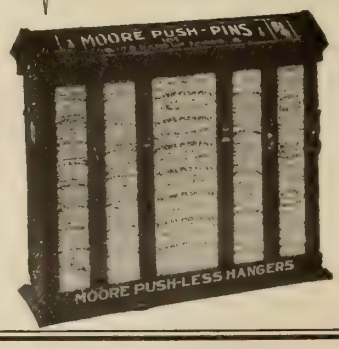
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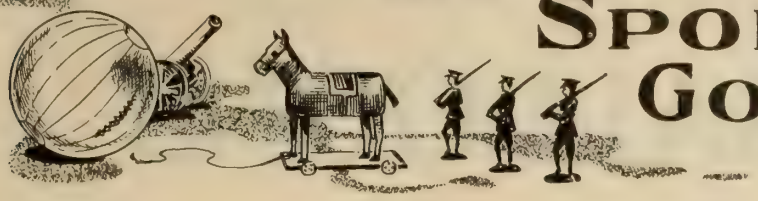
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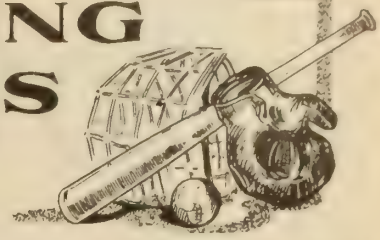
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Supplement to "Bookseller and Stationer" | Publication Office, Toronto, January, 1920 | Vol. XXXVI No. 1

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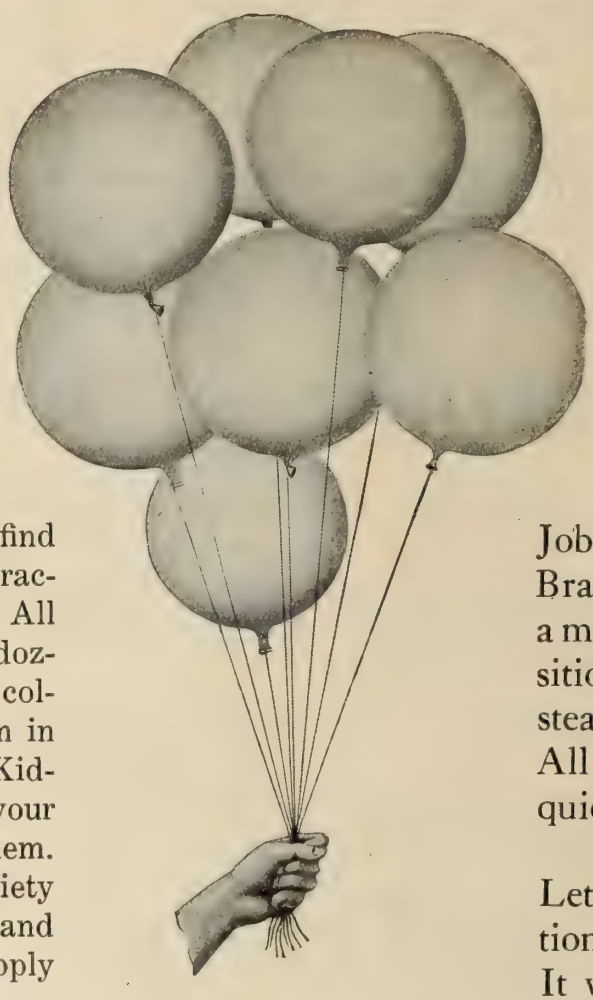
BOOKSELLER AND STATIONER has a regular department devoted to toys, dolls, games, sporting goods and associated lines. In our editorial work in this department we play up most prominently the importance of fostering children's trade as the logical means of building up a retail business on a permanent basis. This work is having the effect of getting more serious attention to the toy trade on the part of practically all the booksellers and stationers.

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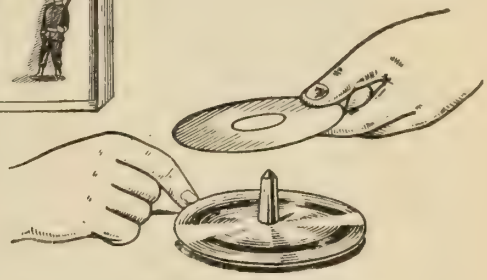
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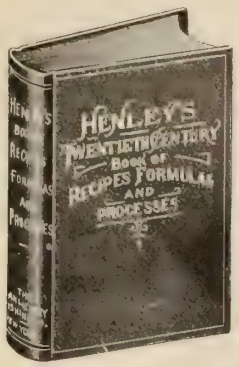
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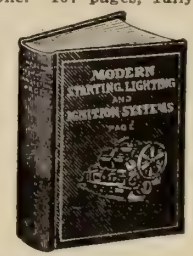
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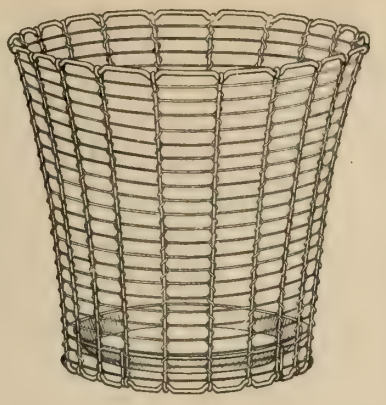
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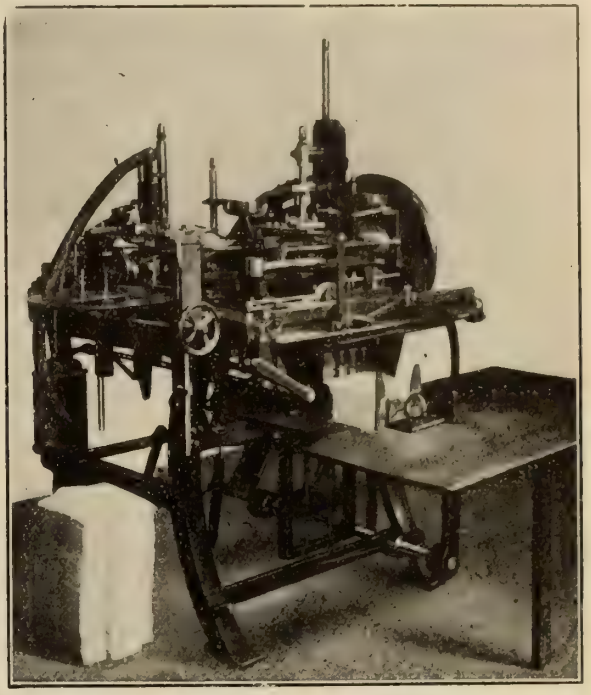
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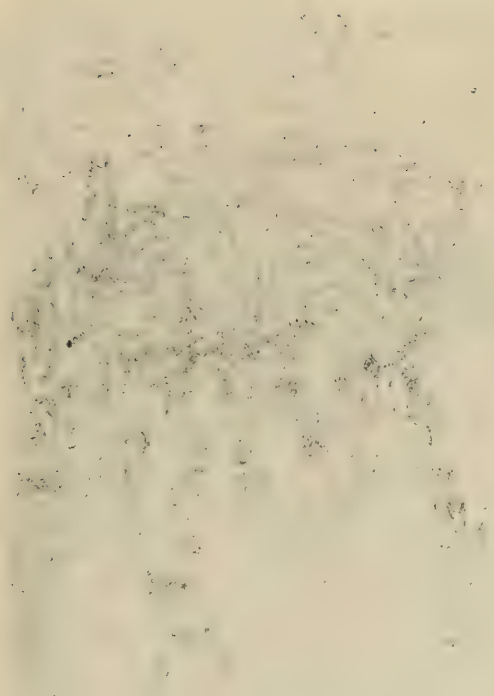
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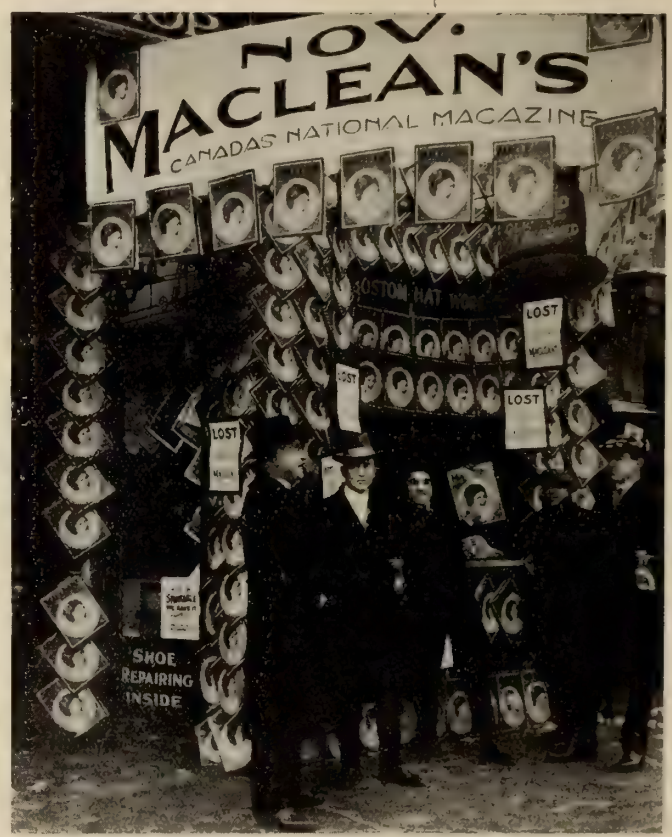
During the month of December telegrams poured in on us from newsdealers all over Canada, reading:

"We are sold right out. Rush us more copies of the December

MACLEAN'S
"CANADA'S NATIONAL MAGAZINE"

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Over 5,000 new readers who wished to start with the December issue couldn't get copies, and had to wait a month. They will commence with the January MACLEAN'S instead.

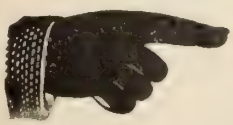


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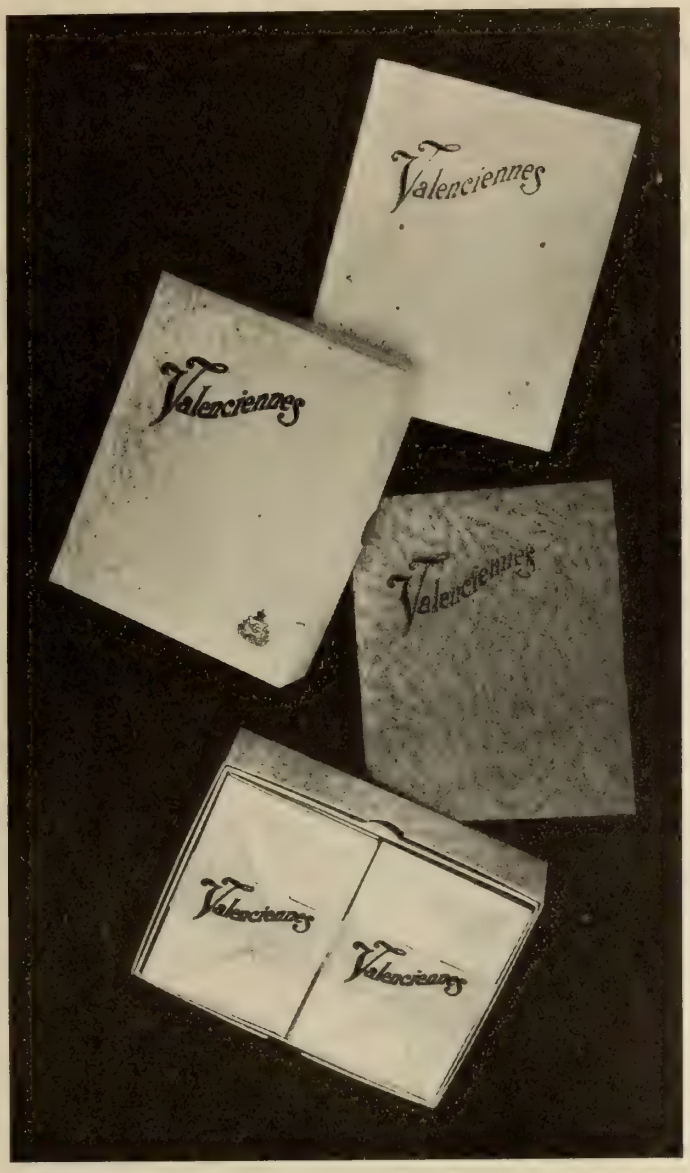
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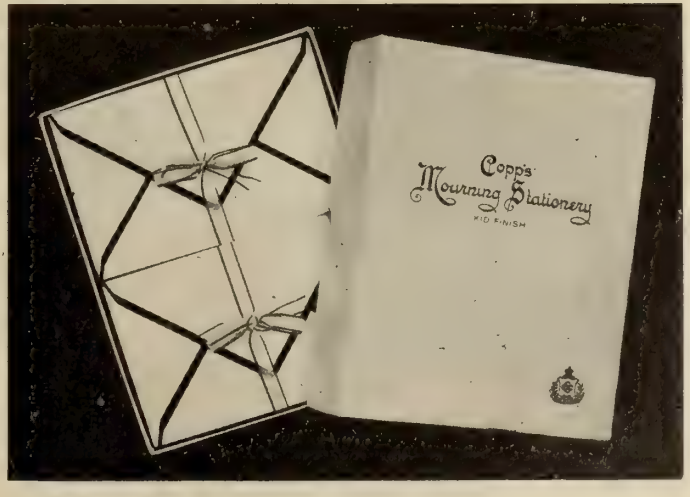
A thoroughly captivating line put up in dainty, attractive boxes.

The stock is of high-class white linen fabric.

Paper and envelopes are artistically decorated with a narrow border in four colored tints, viz.; Pink, Blue, Brown and Mauve.

The box coverings are handsomely embossed on beautifully tinted cover papers, in unison with the borders.

Pink, Blue, Brown and Mauve borders. 24/24. Price **$4.00** per doz.



Copp's Kid Finish Mourning Papeteries

Copp's Kid finish enjoys an enviable reputation among correspondents as a writing paper par excellence.

We are now producing it in mourning Papeteries in two styles, Salisbury and Louvain.

The boxes are embossed in Black on White cover stock making a chaste and elegant design.

Salisbury (Ladies' size, 24/24.)
Italian Narrow, Middle and Broad
$7.20 per doz.

Louvain (New Society size) Long narrow Envelopes in Italian Narrow, Middle and Broad. **$8.40** per doz.

These lines we feel sure will appeal to all lovers of Good Stationery of discrimating taste.

The Copp-Clark Co., Limited

495-517 WELLINGTON ST. W.
TORONTO

"Out of Grim Darkness Into the Light"

FOR five years our efforts were devoted to military work and our Canadian business suffered.

Now we are prepared to supply totally new designs that are particularly attractive, including a *Special Dominion Series,* a *Localized Series,* and a very large variety of *Celluloid Booklets.*

A. R. MacDougall & Co., Ltd., 468 King West, Toronto, represent us in Canada and Newfoundland and will show these new samples early in the year.

Birn Brothers, Ltd., London, England

The Tucker Manufacturing Co., Ltd.

Specify TUCKER'S "HAND GRIP BRAND" on all Orders and Indents

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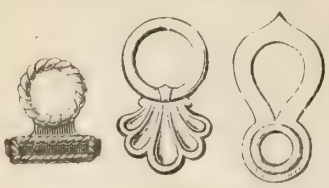
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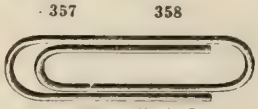
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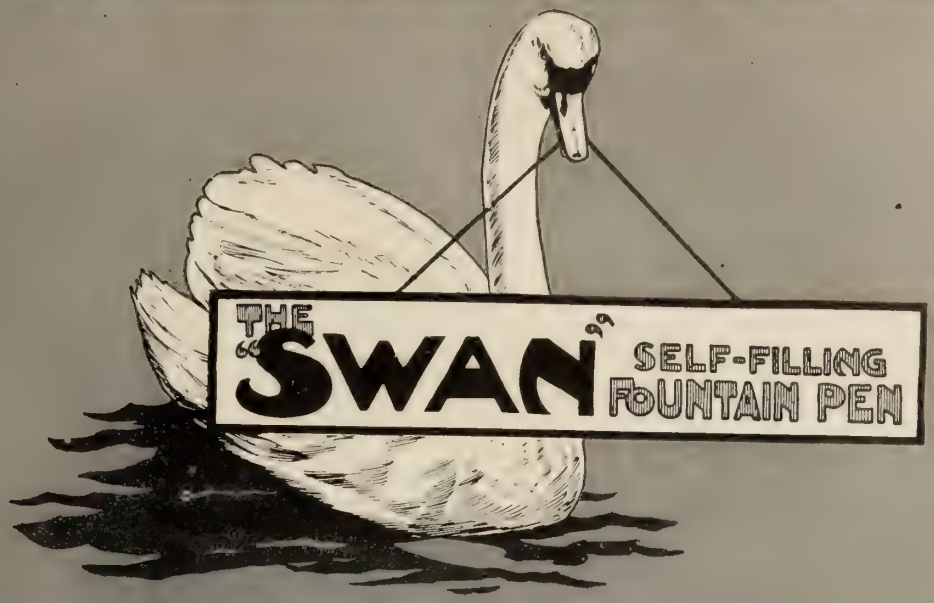
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CRESCENT WORKS, HARLESDEN, LONDON, N.W., ENG.

For Catalogue and Prices Write our Representative

AUBREY O. HURST, 32 FRONT ST. WEST, TORONTO

"SWAN" FOUNTAIN PENS





Nickel Clips - 25c. extra
Rolled Gold Clips 50c. extra

"The Pen with the smoothest Gold Nib"

Swan Fountain Pens are made in All Styles

STANDARD SAFETY SELF-FILLING

And in a variety of sizes and points to meet every requirement. The heavy demand for fountain pens, together with the shortage of stock, has undoubtedly left your assortment very depleted, and we are now able to supply your needs and give your orders prompt attention. Stocktaking order sheets on request.

Mabie Todd & Co., Toronto



Greeting Cards

"MADE IN CANADA"

No Duty—No Exchange. Prompt Deliveries.

COUTTS' 1920 line of Greeting Cards in wonderful combinations of beautiful art work and clever sentiments, contains some 600 new numbers. The values are excellent, the choice almost unlimited, and their appeal is such that sales will be phenomenal.

See our samples and buy for a bigger business in 1920.

Help the Canadian Ship of Prosperity by buying and selling goods made in Canada by Canadians for Canadians.

WILLIAM E. COUTTS

145-149 ADELAIDE STREET WEST

TORONTO - - CANADA

COUTTS GREETING CARDS MADE IN CANADA

Editorial Chronicle and Comment

GET AFTER DRURY

PREMIER DRURY, in his recent speeches indicated that the efforts of the education department would be concentrated upon the three R's including spelling. Hon. R. H. Grant, the new Minister of Education, is arranging for a conference of all school inspectors in Ontario and others interested in public school common education, to be held at Parliament Buildings early in January.

The Minister himself is anxious to obtain information as to the actual educational conditions in the province, while Premier Drury and the other members of the Cabinet are in the same position.

Regarding the cost of school text books the new Government will be up against a real problem. The public of Ontario has been fed upon so much "pap" in this connection that if the extra cost is to be borne by the parents, there is bound to be dissatisfaction. If, on the other hand, the difference falls on the province, it will necessitate a large addition to the Education Department estimates. This, however, may be one of the "essential things" alluded to by Mr. Drury in connection with education, upon which he will not seek to exercise economy. The booksellers of Ontario instead of adhering to the policy of "watchful waiting" should take up the cudgels in defence of their own trade interests to see that they may be assured of getting decent treatment in the matter of trade prices on school text books under the new regime. Why not a deputation?

THE MODERN BOOKSTORE

BOOKSTORES and public libraries have this in common that they are book storehouses of knowledge for the man, woman or child seeking to get more out of life. The bookstore, if it lives up to what it ought to be, comprises, like the well-equipped modern library, not merely a collection of great literature. It contains the most recent and practical information on every matter of daily living. The blacksmith may learn to be a better worker in metals, the carpenter as well as the architect may find specific instruction, the housekeeper may learn the best ways to keep house and feed and clothe her children, the teacher finds an extensive storehouse of reliable reference, the merchant may read of the most profitable methods of advertising and the most attractive styles of window-dressing; mayors and even aldermen could, if they chose, become thoroughly expert in municipal administration by looking into the informative books and periodicals on every municipal problem.

The old ideal of culture for its own sake, was a good one, but the modern ideal of culture to increase the happiness of living, and to prepare each industrious individual for greater and better service to his fellow-men is a higher one. The old bookshop to which a few scholars or a motley company of seedy old bookworms were wont to foregather, is largely an institution of the past. Even the second-hand bookstores now do a good trade in selling business books and works that promote the philosophy and improved technique of living in a workaday world.

TECHNICAL BOOKS

TECHNICAL education is expanding in the educational systems of the different provinces, and booksellers will benefit with every such advance that is made. The business in selling technical books has already reached good proportions, but is bound to be better each succeeding year. In Ontario the town of Collingwood is seriously considering the matter of technical education. Dr. Merchant has spoken to a representative group of citizens on the question. Whether a separate technical school will be built, or whether the Collegiate Institute will be remodelled and enlarged, is yet to be determined. Sudbury is in a similar position, but has under consideration a proposal to erect a combined

Bookseller and Stationer Extends Best Wishes to the Trade for a Happy and Prosperous New Year

mining and household science building at a cost of $200,000.

In England the book trade is quite alive to the boom in the sale of technical books, and one big publishing house is helping the retailers by getting together material for some remarkable window shows, besides the usual publicity matter in the way of window tickets, showcards and streamers, and booksellers are invited to write, giving some particulars of their window space, and if they would care for one of the special window shows to be sent out.

In Canada, as in England, the winter months will witness intensified interest in technical books.

HELPING THE BLIND

BOOKS, magazines, and music in embossed types are circulated free to the blind of Canada. The monthly average circulation of books, etc., is close to eight hundred. The Canadian Institute For the Blind also arranges for the transcription of music for any of its members at cost-price.

A residence and training-centre, "Pearson Hall," has been provided where blind soldiers may find congenial conditions while taking vocational instruction. In this connection it may be interesting to know that the Institute has entered into an agreement with the Department of Soldiers' Civil Re-Establishment, under which the Institute has established an after care department for Canadian soldiers blinded in the war.

There are other things, but they may all be summed up by saying that the Institute endeavors in every practical way to advance the interests of the blind and to ameliorate the conditions under which they live. The Institute maintains an office at 36 King St. East, Toronto, and not a day passes that does not see cheques for liberal subscriptions received there.

Industrial training and employment is being provided for the blind in centres established in Halifax, Toronto, Winnipeg and Vancouver.

Useful handicrafts and the reading and writing of embossed characters are taught in the homes of those blind people who for various reasons are unable to take training at one of the regular centres.

The product of the home-workers is bought and sold.

ADVISING CUSTOMERS

IN bookselling the service of giving advice to prospective book-buyers is an element of carrying on the book business that should have special attention in every bookstore.

In this connection the following from an advertisement of a departmental store in one of the larger cities is of suggestive value to all booksellers:—

"If you should be uncertain of the sort of books to choose that would please such different persons as your grandmother and your small nephew of nine; or if you should require a list of books that will help you in some special study or research; if you want a special book, but have forgotten its name and author, consult our book adviser. These and countless other matters connected with books, being a trained librarian, she has at her fingers' ends."

MAY RAISE RAILWAY RATES

ACCORDING to information received by BOOKSELLER AND STATIONER the railways of Canada plan at an early date to make application to the Dominion Railway Commissioners for permission to increase their rates. The increase to be asked for will, it is stated, amount to twenty per cent. This is a large increase, but the railways, it is stated, claim that it is necessary, if they are to pay the wage schedules they have to pay now and meet generally increased costs of operating. Figures just made public in the United States in connection with the railway situation there throw an interesting sidelight on what wage increases mean. They show that no less than 54.06 per cent. of the revenue is now required to take care of labor. This is an enormous percentage, and out of all proportion to anything that was ever experienced in pre-war days. Aside from these considerations, though, the proposal for any increase in rates in Canada has a side that is of keen interest to every merchant in the Dominion. Instead of helping the move to get prices back to a normal basis it will increase them. More than this, it will increase them at a time when the public is in an unsettled state of mind. Obviously this will not tend to allay existing unrest but rather to cause further anxiety.

DEMANDING BETTER GOODS

PROSPERITY loosens the purse strings. For some time past merchants not only in Canada but in many other countries have been finding that it was not a question of selling goods but of getting goods to sell. Business was so good and production conditions were so altered that they could not get supplies. The condition exists to-day and the situation in many lines is just as acute as it was during the war period when all kinds of restrictions were imposed with a view of getting people to curtail their buying. To-day people have more money to spend than ever before and they are spending it. They have learned something though in the past five years, and that is that cheap articles are dear at any price. The fact that people have realized this is making for better business. Stationery merchants state that it is easier now than ever before to sell really high class products. It is not a question of price with most customers, but of getting something that is good and that is going to be worth the price they pay. Many merchants believe that the lesson people have learned will, to a very large extent, become permanent, and that from now on the great buying public will continue to demand better goods.

A Progressive Programme for 1920

Messages From Some Outstanding Figures in the Trade—The Organization Question to the Fore

ACCEDING to a request for something dealing with the 1920 outlook, the following interesting letter comes from J. S. Luckett, of Luckett Loose Leaf, Limited, for BOOKSELLER AND STATIONER'S New YEAR'S number:

"From all indications, 1920 will be the banner year for the loose leaf business. Indications are that all of the manufacturers of this class of goods are working their factories to the limit, are reaching out for larger output and are months behind.

"Stationers all over the country are realizing more and more the important part that loose leaf plays in the modern book and stationery store, and are giving more time to studying its possibilities and more space for displaying it.

"I could point out one store that has tripled its loose leaf business in the last year. This was done by 'cleaning out' the odds and ends, disposing of damaged stock, and by arranging the stock on the shelves in a neat and systematic manner.

"Very little more space has been given this department, and nothing else has been neglected. In fact, the manager says that other departments have shown a big improvement since the loose leaf counter has been put on a more business-like basis.

"Buyers will do well to look to their needs months in advance. Materials—brass, steel, ducks, imitation leathers, paper—are all advancing, and in some instances it is not a question of price, but of being able to get the goods at all. There is a shortage in everything, and the supply people tell me there is no relief in sight. It is certain that we have been held up for materials more during the last six months than at any time during the war.

"Another point I would like to make, is the importance of keeping up with the markets. Prices on practically all classes of goods are changing so rapidly that constant attention is needed if one is to know what replacement costs on any item will be. In fact, this is so hard to do that it would require the greater part of any one man's time, and few can devote the proper time to it.

"Why not then, a Dominion association, organized along the lines of the National Association of Stationers and Manufacturers in the States, and perhaps affiliated with it?

"Their semi-monthly paper gives just the service mentioned above. They publish recommended retail prices of all the different lines of goods, based on current costs, and this one thing alone is worth more than all the time and expense of the whole association.

"Then in abnormal times such as these, it is all the more important to work in harmony with others for the betterment of the trade as a whole. And if anyone doubts that real benefits are derived from membership in the National Association in the States, let him write the secretary of the association, Mortimer W. Byers, 41 Park Row, New York, for full information.

"The organization there is composed of and run by the retailers for their own advancement. Manufacturers, jobbers, or wholesalers, have membership because they realize the great good the association does the retailer, and unless the retailer prospers, the others cannot.

"I would like to suggest therefore that your good paper take the lead in this matter, as a disinterested party, or rather as one equally interested in all, and I am sure from talks I have had with dealers from coast to coast, and from certain starts that have already been made, that a real success can be had from the start.

"Business is good now with all the retailers, and any step aimed at a continuance of this condition should, and undoubtedly will, have the support of all concerned."

Britain Wide-Awake

British products are going to assume a greater place than ever before in the business of A. R. MacDougall & Co., of Toronto, as a result of Mr. MacDougall's recent visit to Britain in the interests of his firm in search of new lines and renewing established connections with Old Country firms.

Mr. MacDougall found all the British concerns, with whom his firm has for years been associated as Canadian selling agents, to be keener than ever in seeking Canadian trade and in their readiness to provide for Canadian requirements. This was equally true as regards the additional firms with whom he made connections for Canada.

This general attitude was true of all other trades as well as the makers of products having to do with the stationery trade, and it was a certainty that 1920 and the years immediately following witness an enormously increasing flow of British products to Canada. It was a wonderful thing, Mr. MacDougall had found, to be privileged as he had been to come into close personal contact with the vital energy that was at work in Britain toward pushing British business to all parts of the world to a degree never before approached.

Aside from the commercial outlook, Mr. MacDougall told of the intensified warmth of feeling manifested wherever he went in the Old Land toward Canada in appreciation of the giant efforts and sacrifices made by the great Dominion in her war services to the Empire and her contribution of the flower of her manhood for the well-being of the world.

Every Canadian visiting the motherland would feel this great sentiment and the response to it from Canada had been eloquently manifested in Canada's reception of the Prince of Wales.

Book Prices

Toronto, December 20, 1919

DEAR WEAVER,—Just a year ago you asked me to express myself as to the prospects for trade in the year of 1919. By referring to my letter, which was inserted in the January issue of BOOKSELLER AND STATIONER, you will see that I made the statement that I felt sure that reprints would be selling at 75 cents, and fiction (new books) at $1.75 during the year. The inevitable happened; in fact a good many books are selling even higher than $1.75. As to prospects for 1920, I feel certain that the booksellers are having an even better trade than they had in 1918, which was generally recognized as a banner year. Stocks will again be fairly well depleted, and this means good buying by the booksellers in the spring. Prospects at present are bright for a good start off in 1920, and I think the trade will be well advised to be prepared to pay even higher prices in 1920 than was the case in the year we are just ending.

A great many pessimists exist, and we were told that prices would drop; they advanced, and I again feel certain they will go higher. Fiction (new publications) will probably list $1.75 and $2 as a general rule, while juveniles will advance probably 20 per cent. By juveniles I refer to boys' and girls' bound books. I really do not see how the reprints can remain as low as they now are and give a profit to the publisher; they may be selling at $1 before a year's time. Who can tell?

Yours sincerely,

ERNEST W. WALKER.
(The Ryerson Press)

Parents Spend Liberally

Editor, BOOKSELLER & STATIONER:

In response to your request for a few lines on the prospects for trade in 1920 and the outlook regarding prices, I might say that about seventy-five per cent. of our suppliers are advising of increases in the prices, these increases being from twenty to fifty per cent.

The greatest increase comes from our suppliers of material for manufacturing the Gilbert Toy Line. This material runs from fifty-five to one hundred and fifty per cent. The cost of boxes in Canada has jumped fifty per cent. in the last two months.

Needless to say, we are not hesitating

to place our orders on the basis of these new prices. Our greatest anxiety is to get all our orders in before we get another jump.

One of the lessons which we have learned from last year's trade is that we make a mistake in yielding to the weakness of selling the dealers mostly the cheap lines. The demand this year has been uniformly for higher-priced goods. We ran out of stock of the higher-priced goods four weeks before Christmas, although we thought we had safeguarded ourselves to an unusual extent.

This year we are going to endeavor to get the co-operation of the trade a little better, and while it is hard to convince the big majority of buyers that parents are prepared to spend twenty-five to seventy-five dollars for Educational and Vocational Toys, we have by us an accumulation of proof that this is so, from every part of the country, including some out-of-the-way rural districts.

I am looking forward to next year's trade with the greatest optimism.

Yours very truly,
T. E. MENZIES, President,
Menzies & Company, Limited,
and
(THOS. E. MENZIES)
The A. C. Gilbert Menzies Co., Ltd.

An Objective for 1920

Toronto, Dec. 29, 1919.

Editor,
BOOKSELLER AND STATIONER:

To bookseller and publisher, 1919 has been, in every sense, a banner year. Two outstanding facts have, perhaps, contributed in bringing about this desirable result, the active co-operation on the part of the publishers with the trade and, of course, the return from overseas of our fighting men, with appetites already created for good books and the additional incentive to provide adequate mental equipment to enable them to take their place in civil life, resulting in an almost unprecedented demand for technical books on all subjects. Another factor which has, without doubt, contributed, is the constantly-increasing volume of tourist trade, which will be emphasized to an even greater extent in 1920.

From the literary viewpoint, 1919 was noteworthy, owing to the splendid contribution made by Canadian authors, which has without doubt enriched our Canadian literature in all its phases.

To our bookseller friends I would say that the old tradition of but two book seasons has been discarded by us. Let us make 1920 a continuous period of book-selling activity.

To condense in a sentence, I would say that if our slogan for 1919 was to sell two books where only one was sold before—Why not measure up again for 1920?

"Sell Books Every Day in the Year!"

Yours truly,
JOHN McCLELLAND,
McClelland & Stewart, Ltd.

The Organization Question

DISCUSSING the question of trade organization raised by F. E. Osborne, of Calgary, whose interesting letter appeared in the December issue of BOOKSELLER AND STATIONER, C. L. Nelles said that he appreciated Mr. Osborne's remarks about trade troubles but did not see how they could be bettered to any extent because it seemed impossible to procure a sufficient number of retail booksellers and stationers to join together and create a salary that would be necessary for a secretary to keep the members posted and up-to-date with all the conditions that worried the bookseller. He contrasted the restricted opportunities of the retailer with the much larger returns realized by the manufacturers and wholesalers, who supplied the goods sold by the retailer.

"Personally speaking," he said, "nothing would please me better than to have a meeting of the retail trade in Toronto or Montreal to talk over the matter, and some good might be done."

"Recalling the old organization formed some years ago, I remember the small number that attended the meetings, and that at last it died a natural death more from lack of funds to pay a secretary than anything else.

"There are many things we could discuss and exchange ideas on if we did get together, but Canada is too large to ask the retailers to come from Halifax and Vancouver, besides I feel a great many would say they could not afford the expense as the profits are too small to warrant such an expenditure."

Mr. Nelles advocated enclosing a postal card in the copies of BOOKSELLER AND STATIONER going to retailers asking each of them whether they would attend a meeting at a suitable centre and what time of the year they considered would be most suitable. This, however, is not feasible because the postal regulations forbid it. A form is therefore printed in this issue with space for answers "Yes" or "No." Subscribers are asked to fill these out and mail them, to reach BOOKSELLER AND STATIONER as soon as possible

Hamilton, Ont., Dec. 12, 1919.

The editor, BOOKSELLER AND STATIONER,—In spite of the busy times, we have taken time to read the December number of BOOKSELLER AND STATIONER, and must congratulate you on the number of helpful articles in this month's number. We wish to make special mention of Mr. Osborne's letter, which, we feel, all the trade will heartily agree with. We will take very great pleasure in forwarding check for membership in the Booksellers' Association as soon as there is one formed, as we have no doubt most of the other leading dealers of Canada will do.

Again urging you in the interests of the trade to do what you can in forwarding the formation of the trade association, I remain,

Yours truly,
FRED CLOKE.
(Cloke & Son)

Among the people from whom Christmas greetings have come to ye editor, are Gordon & Gotch, Ltd., London and Toronto; F. E. Osborne, Calgary; C. L. Nelles, Guelph; Cloke & Son, Hamilton; John Morgan, Toronto (Getson Art Co.); Charles A. Port, Ottawa, formerly manager Hodder & Stoughton, Ltd.; Luckett Loose Leaf Ltd., Toronto; J. C. Jaimet & Co., Kitchener.

GRATIFYING RESULTS

Regarding BOOKSELLER AND STATIONERS' Holiday Gift Book Catalogues, of which A. H. Esch & Co., Ltd., of Edmonton, Alta., had 1,000 copies, Mr. Esch wrote the editor as follows, under date of Dec. 30:

"Your catalogues were sent out—did all that was expected of them. Our book trade was very satisfactory, and visible results from sending out these catalogues were very gratifying."

Clip this coupon, write answer "Yes" or "No" opposite each question, and mail to BOOKSELLER AND STATIONER, 143 University Ave., Toronto:—

Are you in favor of a meeting of booksellers and stationers?.....

Would you attend one if arranged?.....

Would you pay your share up to $10 a year for a secretary?.....

What time in the year would be satisfactory? (Give date).....

Give Your Cards a "Home"

GREETING cards are not a "one month" line. They are every-month, and every-day sellers. For instance, every day is somebody's birthday—hence, birthday greeting cards are every-day sellers; and then there are various other greeting cards for different occasions that put the greeting card trade in the every-day class.

In order to get this general idea across in the minds of the people accustomed to deal in "our" store, we should adopt some means of having a special department in the store devoted to this line. The department might well be housed in an attractive booth preferably well back in the store, because its very nature would tend to draw people back to it, thus obviously benefiting the business in general.

Greeting card sales in Toronto, with particular regard to the despatch of holiday messages to the Old Land in the form of greeting cards, received a good boost in the efforts of the Canadian National Council of the British and Foreign Sailors' Society. On the evening of Sunday, Dec. 14, a special service was conducted at the Strand Theatre, when about 1,500 Christmas cards were distributed among Toronto citizens, to be sent to their friends and relatives in the Old Country, with suitable messages calculated to strengthen the bonds of friendship between Canada and the Mother Country. This was the seventh annual Christmas mail message and naval festival service, and it marked the resumption of the practice which was instituted in 1912.

Instead of proving a detriment to greeting card business in the stores, this distribution really gave additional impetus to the practice of sending greeting cards.

Naturally, there would be comparatively few instances in which more than two or three of these cards went to people of the same family. Additional forces in accelerating sales of cards, were the sentiments expressed by Rev. Dr. Hall, who had charge of this meeting. He explained that too many people who come from the Old Country cut off their connections with the people at home, and he trusted, by this simple means of sending a special Christmas card and a special Christmas message, the connections would be maintained.

"By these simple messages you will do your share towards furthering British Imperial unity," he continued. "What does that mean? To the man who did not work or fight for it, it may not mean anything. But to the balance it is a vision of the best hopes of the race, and if we can only keep together, it will be the best League of Nations the world has ever known, whether or not others come into it. At the same time, your message is a memorial to the deaths of those who lost their lives overseas, whether on land, in the air, or on the sea. In that Canada did her share, and now the Maple Leaf has become of deeper significance than ever before, for the red sign of the maple leaf stands as the symbol of the lives of those who gave up all that the Empire might continue."

Display Cards

A specialist in the art of window displays recently commented on two widely-different showings of greeting cards on one of the great avenues of the metropolis.

One store devoted an entire window to a display of cards, perhaps 250 in number, and comprising a little of everything in everyday lines and cards then in season. The other store had exactly 12 cards in the window, and the window critic claimed that the latter one was by far the best in business-getting possibilities, and here is the way he analyzed it:

"The window full of cards is rather a confused mass of many beautiful cards. On reading one sentiment, I learn that it is for grandfather's birthday; the next is a birth announcement; next a card for another occasion; but most of the sentiments are beyond the range of my vision, and I pass on. The other window has twelve cards on a high plate-glass shelf, at just about a good reading distance, as I look into the window. All of the cards are for wedding anniversaries, and there is a neat lettered sign, in keeping with the class of goods, stating what they are for, and noting that cards for 'other occasions' are on display in the store. My reason for commending the smaller display, is that this dealer has concentrated on one class of cards at one time, enabling me to make a quick comparison, that he used an effective little window card, to tell me, at a glance, about the goods, and that he succeeded in making me want to see the other cards he had in the store."—Greeting Card Bulletin.

A GROWING INDUSTRY

It is a source of satisfaction to be able to record the further development of the greeting card manufacturing industry in Canada as exemplified by the expansion of the business of W. E Coutts, of Toronto, who but recently moved into larger quarters, taking a whole flat of the new building of the Carswell Co., law book publishers, Adelaide Street West, Toronto, only to find, now at the beginning of 1920, that he will, at an early date, have to provide more floor space.

The occasion for these increased requirements is not only the growth of the particular lines which have, up to this time, been manufactured so successfully, but also to make possible a wider field of manufacture, to include other items identified with the greeting card business.

As to the sales organization for 1920, the staff has been effectively strengthened by the addition of John Graham, formerly with the Copp Clark Co., to cover Western Ontario, including part of Toronto, and Norman Hooke, formerly with Gage's, to travel the East to the Atlantic seaboard. Mr. Coutts will again visit the chief cities of the West, but the bulk of the Western territory will be in charge of Harry Eady, of Winnipeg.

It is a fact that even many of the successful writers of sea verse are stay-at-home; they express the rhythm and spirit of the seas according to the inspiration of their home arm-chairs. They sing Ho, for Devon Men! somewhere in South Kensington. Rear-Admiral Ronald Hopwood is, however, an exception to this rule. He is a working, fighting sailor; proved second to none for stirring sea-poetry. A further volume by him, "The New Navy," is to be published by Mr. Murray at once.

From Edwin B. Cragg, Bridgewater, N.S., came a copy of "The Holiday Messenger," an eight-page Christmas paper with contents of a general Christmas nature, the trade appeal being restricted to the advertisements occupying about quarter of the total space in the paper.

January---White Goods Sale

WHITE goods sales are annual events in January in the department stores. This affords a suggestion for something striking in the way of January sales in stationery shops. White goods of a different nature to the dry goods lines, naturally occupy an important place in the stationery trade, conspicuous among these being paper and envelopes.

Manufacturers will co-operate with dealers by supplying pure white pulp in bulk form for use in window displays, and also large sheets of tubed cardboard bearing labels the same as used on paper and envelope boxes. Blotting paper, drawing paper, and various paper specialties made of white stock, are available for this idea, including tissue paper, crepe paper, paper napkins, paper towels, paper handkerchiefs, paper doilies and paper tablecloths. There are also many books with white covers, notable among these being baby books and bride books. There are also prayer books and birthday books in white bindings. Every dealer will be able to think of other "white goods" lines in the book and stationery stock which will fit in well with this window display idea.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

STATIONERS have so many good things to advertise and so many items which could be turned over ten to a hundred times as often as at present, that it is an ever-recurring source of surprise that stationers are not more liberal users of printers' ink and other means of publicity. The nature of their business is such that it seems to cry out for publicity to bring out its latent possibilities. To illustrate the point the following quotations are made from an article by John M. Oskinson in "The Ottawa Journal" under the heading of "You and Your Money":

"I think that nearly every bookstore and stationery store now carries in stock special blank books devised for keeping a record of family or personal income and expenses. That means the budget idea is growing.

"The last form I have seen came to me with a leaflet on which was printed: 'At all bookstores or from publishers—75 cents. Postage 5 cents additional.' Also, the leaflet had this sound statement:

" 'The budget plan is the best and most logical means of running your personal or family expenses. Every corporation, municipality, and society of real worth runs its finances on the budget appropriation plan. What is good in handling millions of dollars is good for you in disbursing your own personal income.'

"This form is simple. It contains twelve double pages, with twenty-six spaces ruled across the two pages horizontally and thirty-five spaces ruled off vertically. The vertical spaces are numbered up to thirty-one, with four additional spaces for 'totals,' 'allotted,' 'last month,' and for entering the month, year, and a notation as to what you mean to save next month.

"Across the two pages horizontally there are twenty-three blank spaces ruled off; then appear in ruled spaces the headings: 'Daily Total,' 'Cash in Hand,' and 'Bank Balance.'

"Over in the back of the book appear suggestions for symbols to use in the horizontal blank spaces. For example: 'AA,' which means automobile, and comes under the head of amusements; 'AC' means cigars and tobacco, also coming under the general head of amusements; 'EB' would stand for books and be considered under the head of education.

"The 'C' group would signify clothing: 'CH' meaning hats; 'CS' shoes, etc.

"The user of this plan is advised to itemize expenses only to the extent of being able to pick out the excesses which spell extravagance, cut down the allotment for those items, and make the saving greater.

"When a month's record is complete the thirty-second line will contain the totals for each item for the period. Thus, the 'AN' (candy) column may foot up $3.75. Think that over and then set down in the 'allotted' space directly underneath the amount you propose to spend on candy the next month. So on across the two pages.

"Suppose the total of your month's expenditures was $210 and you had saved $24. Consider whether or not you want to make a greater saving the next month and then add up your 'allotted' items. Perhaps you can allow more for certain things; you may want to trim certain items.

"Such a system compels you to think ahead. That is the great value of the budget plan."

There are hundreds of other articles just as interesting in every stationer's stock. Think of what can be accomplished by acquainting the public with the potentialities of each of them. Does it not stand to reason that such advertising would result in making the sales of all of them mount up. Try this plan of intensified specialization in advertising.

ABOUT BOOK ADVERTISING

"The trouble with most people is not that they ignore reading, but that they read without any system, haphazard. Too much thought cannot be devoted to the selection of reading in these days when the world is burdened with torrents of books that are not worth perusal." If the sentiments expressed in the foregoing paragraph, clipped from a daily newspaper, were to be played upon by booksellers in their publicity, it would undoubtedly have the effect of bettering the sale of the higher type of books, and the distribution of good literature thus fostered would produce further good results for the bookstores in the appetite for more good books that would be created in the hearts and minds of the people influenced by such publicity. This is a thought that should be embodied in the bookseller's general plan for building up a book business on a sound and permanent basis.

A good resolution for 1920 book advertising would be to determine to have the advertisements carry messages of the inspirational nature indicated by the paragraph quoted, not from mere altruistic motives, but because it will be "good business," considered on the basis of the "dollars and cents," returns that will be assured by such action.

Belleville, Ont.—At a meeting of the Public School Board, a motion was carried appointing Mr. MacFadyen and Inspector Clarke a committee to inquire into the matter of free work books for the public schools of the city, ascertain costs, and report.

Kincardine, Ont.—H. K. Riggin, succeeds W. J. Henry in the book and stationery business.

Cowichan, B.C.—L. A. Helen has opened a new stationery store at Cowichan. In addition to stationery, fancy goods and sporting goods are stocked.

Weyburn, Sask.—O. S. Mitchell, in a recent advertisement, had this paragraph:

"Two hundred and fifty of the latest books, which have been in stock, are transferred to the circulating library."

Brampton, Ont.—Thomas Thauburn, bookseller and stationer, advertised a "ten cent parcel sale" for December 20.

Kingston, Ont.—Uglow's, in one of their Christmas trade ads., used this paragraph:

"Everyone likes a pretty box of note paper for Christmas—Everyone—Mother, Father, Auntie, Sister and Brother—conveys Christmas and New Year Greetings—recalls the giver as long as it lasts—usable even though a duplicate present."

Toronto, Ont.—Grand & Toy, Ltd., in their holiday advertising, besides playing up fine papeteries, fountain pens and other stationery lines, featured desk lamps, brass desk sets, smoking stands and various other articles of brass and also leather goods.

Calgary, Alta.—F. E. Osborne has forwarded a copy of the Christmas book supplement of the "Calgary Herald," a very fine issue, identical as to editorial contents with the Christmas Book Supplement of the "Winnipeg Free Press," elsewhere referred to in this issue.

There were advertisements by the different Calgary booksellers, F. E. Osborne using a full page. In his advertisements he used to advantage a number of paragraphs gleaned from the Holiday Book Catalogue issued by BOOKSELLER AND STATIONER, a course which has been followed by other booksellers in their Christmas advertising, and which the editor has repeatedly recommended to the retailers.

Moose Jaw, Sask.—"Toys are our specialty," is a prominent line in a recent advertisement of Nixon's Bookstore, occupying a four-column space twelve inches deep.

Two paragraphs from this advertisement follow:

"The finest and most wonderful range of toys ever got together in the West."

"A visit to our store will prove a delight and an education in the art of toy production."

Since the above was written there has arrived from Nixon's a copy of a circular, reprinted on good stock from this newspaper advertisement affording a further suggestion to other dealers.

Montreal, P.Q.—J. Alfred Guay has moved into new and larger quarters at 19 and 21 Notre Dame Street.

Penticton B.C.—Chittenden and McKeen are live advertisers and devote a great deal of their attention to advertising new fiction.

Huntingdon Que.—C. H. Lamb in single column advertisement full length of page devoted half the space to books, including toy books. He featured also papeteries, greeting cards, tags, seals, etc., toys, dolls, games, kodaks and supplies, flashlights and batteries.

St. John, N.B.—French hand-painted fans were a specialty featured in the holiday trade advertising of W. H. Thorne & Co Ltd.

Ottawa, Ont.—Bryson, Graham, Ltd., in advertising pictures used the heading "The Picture on the Wall," and these paragraphs:

"Do you wish for pictures that are something more than objects for breaking up an expanse of wallpaper?

"Then you will be delighted with the charming collection of sepia prints colored prints, oil paintings and water colors. You will find depicted little life episodes; laughing, gurgling babies; the sea in its many moods; rural scenes breathing forth their spirit of peace and restfulness.

"And it costs very little to possess pictures that, besides adding to the charm of a room, serve that still bigger purpose of interesting and entertaining the mind with the thoughts that the sight of them conjures up.

"There are some signed water colors—landscape and marine subjects—that are particularly pleasing."

This was followed by some price quotations.

Sydney, N S.—McLeod's Bookstore advertises solid Parisian ivory complete manicure sets "from which you may select any article."

Halifax, N.S.—The Penn Stationery Co. used a map of the downtown section of Halifax with an arrow indicating the exact location of the Pennfax Building, to which this firm has recently removed. The advertisement with this map occupied a space four columns wide by 8 inches deep.

S. John, N.B.—J. Marcus, 30 Dock St., advertised a "Kiddies' Gift Department," featuring these items: Rocking horses, doll carriages, rockers, high chairs, rtricycles, blackboards, splint rockers, kindergarten sets, sleds, framers,, coaster cars, express carts, Kiddie Kars, swing horses, hobby horses, automobiles, pony cars, nursery chairs.

Toronto Ont., Dec. 6.—Murray-Kay's of Toronto in their advertisements today advertised as an ideal gift:

"A BOOKLOVER'S MEMBERSHIP"

"If you could give your dearest friend a new book to read every day till next Christmas would it not be a wonderful gift?

"Our special gift certificate of membership to our Booklovers' Library at $7 for one year, or $4 for six months, will enable you to do that very thing. Belonging to this club one can change books daily. Only the newest and best fiction is found on our library shelves—ask any of our 1,000 members."

Toronto, Ont.—"Billy Duncan's Bookstore," at the Humberside Waiting Room keeps abreast of the times in getting in new issues of paper novels, and many people are regular customers for this reason.

Uxbridge, Ont.—T. C. Nicholls carries a big stock of all classes of books and uses newspaper space to good purpose in advertising latest fiction, reprints, bibles, hymn books etc.

Hanover, Ont.—Brandon's Bookstore as a side line sells cut flowers for one of the leading hot-houses of Ontario.

Toronto, Ont.—McAinsh's book store makes good use of their letter-heads for advertising purposes. Along the left margin appears the following:

OUR IDEAL

A modern book store is more than a mere shop; it is a public institution, and book-selling is more than merchandizing—it is service.

The highest type of store is one in which the stock is wisely chosen to meet the needs of its community, is carefully classified, scrupulously clean, and so placed that every volume is within easy reach and may be consulted freely and without interference.

Catalogues, telephones, writing material, etc., etc., for the use of patrons, and the services of a courteous, well-trained staff should be part of the equipment of such a store.

Efficient order clerks, in daily touch with the leading publishers, should be able, at short notice, to procure for any customer any book not in stock.

Orders and enquiries by mail from out-of-town customers should receive close, careful and prompt attention through a well-organized mail order department.

Book lovers, and seekers after information, should at all times during business hours be given the freedom of the store and led to feel that its equipment and resources are theirs for the very best service that such an institution can give.

VERILY BOOK SELLING IS SERVICE

THE PROFITEER

It was lunch-time in the city. Farringdon Street was thronged. The stalls were doing a roaring trade. A large crowd stood round a man volubly crying the merits of his copying pencils.

He held up in his hand a small, neat pencil and holder, of the familiar and distinctive marble pattern finish.

"Look 'ere," he said. "I got one 'ere for the sole purpose of proving to yer what I says is right. Why pay 4½d. for this in the shops, when the one I sells will do exactly the same fings?"

He thereupon spat vigorously on a piece of paper, and then wrote a few words with both pencils—first with the known brand and then with his "own" (which by the way, was much longer).

He held the paper up and passed it around the crowd, shouting: "There y'are the results are the same. I sells yer the same as I uses."

He found many customers at a penny a time. One purchaser who had bought the pencil the hawker used, asked him very kindly if he could lend him a penknife. This the hawker unwittingly did, and the proud possessor of the wonderfully cheap pennyworth, in full view of the crowd proceeded to sharpen it.

Was it the wood or the lead that was so brittle? He cut over an inch without succeeding in getting a point. He then made a discovery—the "pencil" was solid wood all the way through except an inch from the top and a quarter of an inch from the bottom.

The crowd became infuriated, and the hawker would have been roughly handled had not a kindly police constable taken him under his wing.—*London Chronicle.*

Phone 26 Railway Avenue

The Olds Drug Co., Ltd
"The Rexall Store"
Drugs, Stationery and Fancy Goods
: : : Kodak Supplies a Specialty : : :

OLDS, Alberta, Nov. 20- 19 19

MacLean Publishing Co.,Limited,
Toronto, Ont.

Dear Sirs:

We take pleasure in enclosing $1. being the subscription for Bookseller and Stationer for one year in advance. We think this is one magazine that the trade would find it very hard to get along without. For ourselves, if the price was $5. per year we would still be a subscriber. We read every copy from cover to cover.

Thanking you, we beg to remain,

Yours truly,

The Olds Drug Co. Ltd.

Per M. R. Maybank

Record Christmas Trade

Sold Everything Except the Furnace and the Front Doors in Guelph

To the Editor, BOOKSELLER AND STATIONER:

Guelph, Dec. 27, 1919.

My dear Weaver,—I must offer you and yours the compliments of the season before the year ends, and also report that everything is sold out and oversold except the front doors and the furance, and these we keep to start the New Year on. It was indeed a wonderful shopping month, and had anyone on December 1st told me we could do the business that we have done, I would have said they were crazy, but it is over now and we will try and settle down, and also settle up.

Yours,
C. L. NELLES.

In Kitchener similar enthusiasm was expressed to ye editor by J. C. Jaimet & Co. and the Mills Co. Mr. Jaimet said the season had far exceeded any previous year in his experience, and the day before Christmas beat any previous one day's sales by $400. The stock was almost depleted in all holiday lines, the trade keeping up to a remarkable degree in the days immediately following Christmas Day. Mr. Jaimet looks forward with great confidence to 1920 as a year of still greater opportunity.

Mr. Mills, of the Mills Co., who recently bought out J. P. Bender, had been in Kitchener only about three months, and the holiday trade had been so good that his new field was proving even better than he had anticipated when coming from the West to take over this business in this live Ontario city. He has become imbued with the community spirit that has always characterized the people of that city—a booster of the boosters, predicting that it will in the next dozen years grow into a city of 35,000 or 40,000 people.

T. C. Allen & Co., Halifax, report volume of book business silghtly ahead of last year. Notwithstanding the higher prices of books, people bought readily. Owing to the limited supply of fancy goods for stationers, papeteries this year sold faster than usual, although prices were nearly double. The sale of fountain pens was about the same as last year's holiday season.

Gordon Rice has been added to the travelling staff of Thomas Allen, to cover the territory east of Toronto to Halifax.

NEW CONNECTIONS FOR CANADA

Among the concerns with whom A. R. MacDougall, head of the firm of A. R. MacDougall & Co., Ltd., Toronto, made arrangements for taking care of Canadian sales, are Ross & Holden, Ltd., of London, who make albums exclusively, scrap-albums, postcard albums, photo albums, autograph albums, etc.; The Jewel Pen Co., London, makers of fountain and stylographic pens; Setten & Durward, Birmingham, manufacturers of an extensive range of stationers' metal and wooden sundries, having two large factories; James MacNeill & Son, Ltd., Glasgow, Scotland, manufacturers of sealing wax; The Clyde Rubber Co., Glasgow, makers of erasers; T. Webster & Co., Liverpool, makers of ink powders and pellets; The Kolok Carbon & Ribbon Co., London, in addition to five other factories making lines of fancy goods suitable for the stationery trade.

The firm of Birn Bros., represented by MacDougall, are again in a position to care for their Canadian trade. During the war years practically every machine in their factory had been working to full capacity on military orders. Since the end of the war reorganization had gone forward and not only have arrangements been perfected for again providing those lines with which this firm was for so many years identified in the Canadian trade, but new and novel ideas have been introduced.

The best feature of all is that production will not be curtailed by scarcity of stock. Huge purchases of paper stock advantageously made, assure satisfactory deliveries to Canada.

JOINS McLEOD'S

David J. Corbett, for over ten years with the Ryerson Press, is now with George J. McLeod, Ltd., succeeding Roy Hambly, who has left the book trade altogether. Mr. Corbett will cover the territory east of Toronto, including the Maritimes. Mr. Corbett is a popular bookman and he is followed in his new position with the best wishes of his friends in the trade. He is a native Canadian and was overseas for three years with the Canadian army.

CONGRATULATIONS

"The best Christmas present of all" is the way J. C. Jaimet acknowledged the arrival of a baby girl in his home on December 21st.

L. Clyde Davidson & Co., of Halifax, have sold their premises on Barrington street to Burke, the jeweller. Davidson & Co. will go out of the stationery business about the 1st of March.

G. Walter Begg, formerly with the Copp, Clark Co., is now representing Menzies & Co., for Quebec and the Maritime Provinces.

St. John Ervine, the Irish novelist, will address the Women's Canadian Club in Toronto this month.



Nick Johnson's Hole-in-the-Wall on the corner of Eighth Avenue and Second Street, Calgary, has an inside measurement of 5 feet long, 6 feet high, and 2½ feet deep. If Nick ever grows stout he'll have to stand outside of his own store. Still, that won't make much difference because Nick uses all the immediate locality for display purposes anyway. And he does from $800 to $1,000 worth of business each month.

What Toys Will You Sell in 1920?

A Brief Survey of the Field of Toy-Making—Embracing Domestic and Import Trade

THE year 1920 promises to be a bigger year than ever for toys and dolls of domestic production. The big wholesale houses sold Canadian toys and dolls during the year that has just closed to an extent that has been true of no previous year, and the year was remarkable for the big wholesale business done in the last two months of the year.

There were in 1919 many improvements over the early war years. The dolls for instance, have lost some of that amateurish appearance which often added greatly to the amount of salesmanship required to dispose of them over the retail counter. The new lines are very graceful, and the faces are patterned after Canadian ideas. The unbreakable dolls are finding greatest favor. The old-style wax dolls are almost off the market, these productions being chiefly those of Austria and Germany. Educational toys continue quite popular.

It is not to be understood from this that the bulk of the toys sold in the stores are made right here in Canada. Far from it; the toy industry in fact, in this country, is only in its infancy, but it is solidly established now and is bound to grow to big proportions with substantial advances each year.

Canada buys toys from Great Britain, France, Japan, and the United States. No German toys have as yet appeared, or if they have they have been effectually camouflaged. There is no indication that there will be any German toys brought into Canada this year, either. The sentiment against them is unanimous—wholesalers and customers including the ultimate consumers, the kiddies themselves.

One buyer for a big department store in Toronto, when asked by a newspaper reporter whether there were any German toys in stock in that store, remarked emphatically: "Not a one and there never will be as far as I am concerned. It is against the policy of our firm, and besides, I never bought such an excellent collection of toys in my life."

He referred especially to toys bought in Scotland. These he said, were principally stuffed animals, and he considered that they excelled all other available toys of that nature, being not only perfect in shape and design, but most durable. The ponies will bear the weight of a man. Other remarkable toys from Scotland, which were turned out at the Clyde, and have a special appeal to the small boys, are sailing yachts, which are most complete, and are made on model measurements.

An interesting fact about the English toy industry is that while before the war England only enjoyed an output of some 25 per cent. of her own consumption, they are now turning out fully 85 per cent. and large quantities for export. Some of the English toys are the finest on the market, and they have taken the lead in all lead soldiers, which are greatly in demand.

Then there are English horse sets and the quaintest old doll houses which are replicas of the old English houses.

Educational Toys

A feature of the English toys as well as the American is that some thought has been given by the manufacturer to turn out constructive and educational toys, especially in the line of engineering. This branch of the toy trade is bound to show still further development in 1920.

French Toys

French toys are getting a stronger foothold than ever before in Canada. This will be still more noticeable in 1920. French peasant women, with the aid of the returned soldiers, gave a most unique contribution to the 1919 Christmas trade. There are all manner of French toys, including dressers, shoo flies, autos, and figures, which are exceptionally fine work. There are animal heads made of paper, which are used for parades and other festive occasions. The French also send to Canada ponies and saddles, pull toys artistically painted by the soldiers, handsome tea sets and dolls' sets, beside different celluloid toys and games.

The French excel in the finish of their dolls, and they will continue in strong demand in the Canadian trade.

As to the U.S.

When it comes to toys from the U. S.., it is a fact that even before the war Canada imported toys from that source to a far greater extent than was generally thought even by retailers, many of the latter buying from the big jobbing houses, were under the impression that they were buying German goods, when these goods were really made in the U.S. There were some disputes in the early years of the war with some dealers who adopted the "Missouri attitude." They had to be convinced that the goods were really made in the U.S. It was not that the wholesalers had misled the trade at all, but what was the use of wasting time in going into an abstract question that didn't matter in the ante bellum days? Everybody knows of the many other unfounded beliefs largely held by a great proportion of people, from belief in ghosts to the efficacy of carrying a horse chestnut to cure rheumatism. However, the war stirred up this question of the source of the toys that came into Canada and as there really were large quantities of toys imported from Germany this supply has had to be otherwise met. The result was enormously increased toy manufacturing activity in the United States. One outcome of this has been a veritable revolution in toy making, so that even if the people on this side of the ocean would stand for German toys coming over, the German makers would find themselves woefully outdistanced in the merit and originality that has demonstrated itself in the output of the toy manufacturers in the U.S. whose total output now far exceeds the combined total of German and U.S. made toys in the years before the war.

TOY AIRPLANES

The widespread interest in airplanes is reflected in the corresponding interest in "Toyland" in toy airships, and this is a line, dealers will find, that will sell readily every month of the year. Items of this class should, by all means, be included in stocks purchased for year-round trading by dealers who have not, heretofore, dealt in toys to any great extent, or who have, in the past, restricted their toy dealing largely to the Christmas season. Following is a suggestion for an item for a toy trade advertisement from a recent advertisement of the Murphy-Gamble store, Ottawa:

> Mechanical Airplanes. Large size. One of the most popular of the season's toys, and in reality "the newest thing under the sun." Will give hums of delight with its bird-like flight. Special Monday, 75 cents.

Of course, there are different forms, equally good, of devising toy trade advertisements. For instance, a good advertisement of these airships would be to devote, say, a double-column space, four inches deep, entirely to this item, including an illustration of it; but a composite advertisement, giving news about various toys, devoting a paragraph to each, is frequently advisable.

VANCOUVER.—Miller & Co., Ltd., in their holiday trade newspaper advertisements, had a picture of Santa Claus, with a big hand pointing to the word DOLLS in display type, and this was followed by the following paragraph:

Beautiful faces, natural curly hair and sleeping eyes with long lashes, have these new dolls. Their bodies are of kid, jointed. They are light and pleasing; several sizes; $5.00 up. Truly the ideal gift doll.

INDUSTRY IS BOOMING

An indication of how the toy industry in Canada is booming, is the difficulty of some of the toy factories in getting enough help to be able to fill orders in stipulated time. One factory having large orders to execute before March 1, 1920, has been advertising for fifty more hands, offering good wages to learn the business, with the assurance of steady employment for male or female operatives.

Guarding Toy Trade Against Invasion

A Lesson in Measures Aggressive and Defensive From the Programme of the U.S. Toy Men

CANADA'S toy trade may well take a leaf from the book of the toy trade of the U.S. as respects what is to be done in 1920 toward fostering the native toy industry and guarding against possible encroachments of German toy makers either direct, coming under the guise of the products of other lands. The following is an article on this subject reprinted from "Printers' Ink":

"There are at least two strong barriers which can prevent a resumption of the one-time constant flow of German toys into America. These two bulwarks are: A protective tariff and strong paid advertising for the American-made product. The American toy makers are determined to prevent a return of German domination. They wish to enjoy the fruits of the investments which they made in the toy industry during the war. In order to fulfill this desire they have turned to paid advertising as the economic factor that will bring quick results.

"When it is recalled that in pre-war days eighty-five per cent. of the toys which were sold in North America were of German origin, it will be realized that a job of no mean proportions has been set for advertising.

"The advertising has, back of it, however, a solid though new industry, which is capable of competing with the German toy industry. The men who are members of the industry know its product is better, and, acting as one body, have given $65,000 to tell the American people.

"Through their association, the Toy Manufacturers of America, this sum is being invested in an advertising campaign which began in September and ends at Christmas time. Newspapers, business publications, magazines of national circulation, and posters and placards will be employed.

"Primarily the advertising is an appeal to the American people. There are advertisements which seek to interest the dealer, the American father, the American mother, and American boys and girls. The appeal to the American fathers, mothers and children finds its best expression in an advertisement written for the attention of mothers and girls in the words:

"'Jane Ann is a patriot. When she grows up she's going to be a Red Cross Nurse and take care of our soldiers; or she says perhaps she'll be a teacher because teachers can tell little children all about patriotism. Jane Ann, you see, has American Made Toys to play with, and from them she has learned lots and lots about her country.

"'Give your children American Made Toys. They interpret the spirit of America in a manner impossible for a toy maker thousands of miles away in some foreign country. Here we have collected a representative showing of toys from America's largest and best toy makers. Here you can select anything you desire to amuse or educate the child. And it will be American Made for American Maids.'

Retailers in Alliance

"Back of the advertising which the toy makers are doing as one body, are the individual advertising efforts of the makers, and the wholesale distributors; and back of such efforts is the advertising work of the retailer.

"The manner in which the retailer has responded to the invitation of the manufacturer in the campaign is encouraging. In the early stages of the campaign the retailer was shown that failure on his part to do his utmost would not only display lack of appreciation of duty, but also a deficiency in business ability. The retailer in his advertisements has kept to the road which the association has made, and in doing this has thus far given the campaign the strength which comes from unified action.

"The pride in American manufacture which the campaign will inspire in the American people should have a wholesome after effect upon the American wholesale distributor. He is in the present campaign, and he can witness the results. That within a few years he should renounce that which he now advocates—American toys for American children—solely because some competitor here and there gives an order to a German firm, does not seem likely.

"The campaign is a commentary on the effectiveness of advertising, for it is not only believed that it will safeguard the American market but that it will give the American manufacturers greater pride in the products which they send forth as "American goods," and openly record in the advertising columns of publications as 'the best.' Of course, the toy makers feel that an interested market will bring an increased sales volume.

"This decision of the toy makers, which has now found expression in the nation-wide campaign, in itself presents an interesting study in American methods exemplified in the use of paid advertising in contrast with the German methods shown in the use of free publicity or propaganda. The American manufacturers propose to make America the market for the toys which they fashion. This purpose is openly declared and made the basis of a paid advertising appeal. In choosing advertising rather than attempting the use of the so-called 'free publicity' a better knowledge of economics and a better sense of efficiency is displayed by the American toy maker."

CALL OF THE SOIL

"The Call of the Soil" is the novel to which was awarded the Goncourt prize for 1916. This volume tells something of the opening year of the war and of the first battle of the Marne, which saved Paris. Three men of widely different character, officers in a regiment of chasseurs, are its principal characters, and it is with the reactions of each of these and with the final recognition of each that the call which has come to him, the force which has guided him, "the call of the soil of France," that the book is principally concerned.

GERMAN TOYS IN U.S.

Washington, Dec. 13.—German toys, worth hundreds of thousands of dollars, are on the American Christmas market, according to Government reports here to-day. Figures at the Department of Commerce showed that German dolls and toys valued at $515,000 were imported during September and October. Imports during November and December are expected to swell this to a million.

That Germany is losing no time in her efforts to secure a foothold in American markets, is shown by other reports during October, as compared with September. During October, imports from Germany totalled $2,167,608, an increase of half a million dollars over September. Furs, toys, silk and sugar beet seed were the principal commodities imported. The total values of these commodities were: Furs, $450,000; toys, $220,000; silk, $99,083; sugar beet seed, $609,867.

TOY TRADE NOTES

Mechanical toys, as sold in the Canadian trade to-day, are more ingenious and instructive than the German toys of ante bellum days. True, they certainly are a little more expensive, but when everything is taken into consideration, they are worth the difference. In this class of toy, there is considerable competition between England and the United States, with Canada a strong contender, steadily gaining ground. The cheaper class of mechanical toy is being turned out in large quantities by Japan, and in this respect Japan is very nearly in the position that Germany held before the war.

The Japanese make good dolls, but they have the unfortunate habit of introducing a slight tinge of the Oriental in what is intended to be a Western doll, and the effect is not very good. Some Canadian merchants were forced to return Japanese-made dolls, because every one was slant-eyed.

An article missing from the present-day collection of toys, is the realistic skin-covered horse. True, there are still toy horses for sale, but they are a poor imitation of the pre-war article, which was made from the real skin, and was of great importance in "Toyland." There is room for much improvement in this regard.



Striking window display in the Miller & Coe store, showing one of the twin girls demonstrating toys. See other view below.

Maximum Display Store Front

By Use of Glass, Old Hotel Building is Made Into Finest China Store on Continent—Novel Schemes Help Make Sales

IT used to be the old Butler Hotel, on Hastings Street, but after the carpenters and glaziers had followed out the architect's plans, the old building became what is said to be the best laid-out china store on the Continent of America. Visitors come from Eastern Canada and the States, and they all concede that though other retail toy stores may excel in some detail, there isn't the equal of the store of Miller & Coe, Vancouver, in its general layout.

In order to have the greatest possible window space, the windows are doubled, as seen in the picture, to form a showroom where during the day or during the evening the public may wander around and pay the fullest attention to the goods displayed. Then again, this open display well extends up through the mezzanine floor and the other two stories, so four floors of display are comfortably seen from the "court" of the entrance. As an added attraction, Mr. Miller had two little girls, twins, sit one in each window on the toy side and play with the toys. This has been a great drawing card; the public never seems to tire of standing for a few minutes and watching the girls use the various toys displayed.

In the interior of the store, a mezzanine floor or balcony has been built, and the centre of the store has been reserved right to the roof as a light well. As soon as one steps into the store the entire displays on three more floors are visible. In the summer time around each floor at the light well flower boxes are kept stocked with blooming flowers and ferns, and the effect is very beautiful. The backgrounds in the large windows are always seasonable, and are a great help in making the windows attractive.

While the walls are completely furnished with wall cases with sliding doors Mr. Miller has dispensed with the glass silent salesmen. "I have found by actual experience that it promotes sales to use tables instead and let the prospective purchasers handle the china. There is no breakage," he stated, in answer to BOOKSELLER AND STATIONER'S question.

In the wall cases Mr. Miller is installing fixtures made entirely of glass. "There will be no shadows" he explained. Above the light well that occupies the centre of the store there is a large skylight, and Mr. Miller stated that from the first of April till the end of August they needed no electric lights—a saving during the summer that took care of such items as the insurance on the 22,599 square feet of plate glass in the front of the building, and such items.

"You advertise a doll hospital," remarked the interviewer. "Yes," replied Mr. Miller, and the fact that we do repair dolls brings an enormous lot of other toy business. We go on the obvious fact that every child in Vancouver has a birthday once a year. These anniversaries occur every day in the year, and we never lose sight of that fact. Toys are an every-day producer. Many mer-



Another toy window by Miller & Coe, with the other member of the Twin Girls playing with toys

chants make the mistake of thinking of them as simply a Christmas specialty."

"What about German toys," was asked. "As long as we are in business they will be the last purchase we are likely to make," asserted Mr. Miller. "Nor is there any necessity to think of them again. Ninety per cent. of our toys at the present time are made in the United States, and they are good toys. The remainder are Canadian, a few British toys, and a few cheap Japanese imitations. For instance we are getting some Kewpies from Japan now; the first samples were crude, but in the absence of anything else, they sold. The Japs are also making pretty good bisque heads for dolls. The United States manufacturers are turning out good toys, and for that matter, in our chinaware the American patterns are splendid sellers. They are snappy patterns, and although I don't thing the wearing quality is as good as the Old Country pottery, it is the pattern, not the wearing quality that sells the majority of the dinner sets."

Asked about pricing the articles in the window and on the table, Mr. Miller said that he considered it the best practice. "I seldom quote a 97-piece dinner set in my window," he said. "I have found it best to show an attractive pattern and quote a 50-piece set; it doesn't seem so high." Mr. Miller incidentally mentioned that a traveller for German toys had called on him recently, but he really had not been interested, no did he know of any other of the Vancouver merchants who ordered any German toys forward. The Vancouver store of Miller & Coe is a splendid example of the possibilities of a three-story building 26 feet wide. Photos taken especially by Miller & Coe for BOOKSELLER & STATIONER.



Illustrating novel method of increasing display frontage.

A fine game for a large family, and one which makes lots of fun, is "Creeping Bugs." You know the kind that seem to be alive, the way they keep going when you start them. That is enough to tell about the game, for to know too much to start with would take all the fun away.

A new fad in toy dishes is the assembling of a breakfast kit, gayly flowered, in a cozy basket. The plates, teapot, cream and sugar, are nestled down inside, while the small knife, fork and spoon, the cups and some small napkins, are tied to the handle with ribbon bows.

That Toronto will be the last city on this continent to trade in German toys, chinaware and German goods generally, is vouched for by many of the leaders of the toy industry in this city. According to reports, only three cases of German toys have been shipped to Canada since the armistice. These were shipped to a firm in Montreal, but were refused and forwarded to a firm in the United States.

Two shiploads of German toys arrived in New York recently, and were refused on account of the legend being stamped on the goods. The shipment, containing forty thousand cases, and valued at five million dollars, was sent to an American factory, where the legend was changed to "Made in U.S.A."

The development of the toy industry in the Dominion is very noticeable. A wonderful improvement is shown in the appearance of the Canadian toys. Dolls have much more graceful lines, and on this account are selling better, and at higher prices.—Bradstreet's Bulletin.

In previous years, the toy department for Christmas trade, at the store of the Cranbrook Drug & Book Co., Cranbrook, B.C., was in the upstairs portion of the store, but this season it was given better and larger space on the ground floor, in accordance with the increased attention to the toy trade on the part of this store, in common with many other stationery dealers.

IMPORTS FROM BRITAIN

A pleasing feature in the Canadian trade reports, says the British and Colonial Printer, is an increase in the imports of British literature, books accounting for $224,515, against $151,605, and magazines and literary papers, $12,013, compared with $6,612. In view of the preponderance of American literature on the shelves of book stores in the Dominion, the better class of the reading public in Canada will look upon this increase with pleasure. With an improvement in Atlantic shipping facilities, there should follow a further expansion in Canada's import trade with the United Kingdom. In the meantime, the low rate on sterling exchange naturally acts as a temporary stimulus, while on the other hand, the abnormal high rate on New York tends to restrict imports from the United States.

NEW STORE AT COCHRANE

A new store has just been opened at Cochrane, Ont., by C. L. Pickering. Besides books and stationery, musical instruments, including phonographs and records, as well as other musical sundries, including sheet music, were advertised in the opening announcement, and also cameras, photo supplies, pictures, fancy goods and toys.

PING-PONG REVIVAL

There is reason to believe that the game of ping-pong is coming back.

"Ping-pong is a good game, and it always was interesting and exciting," declared one merchant in conversation with "The Ottawa Journal." "The only fault with the game was that it was once overdone. A real ping-pong craze swept the whole country and there was nothing but ping-pong. It died out because there was too much of it. It is now being revived on a more reasonable scale and I expect to see it become one of the standard parlor games."

The sale of ping-pong sets was reported to have been good in many Ottawa stores.

"The Training of the Mind and Will," by W. Tudor Jones, comes from Williams and Norgate, of London. It is a book of seventy pages, full of good, meaty matter, ready for people who are studiously inclined.

Some Specialized Advice for Clerks

A Talk on the Selling of Steel Pens With Some Good Pointers on How to Treat Your Customers

SELLING pens is very much like selling any other class of goods or merchandise. First get well acquainted with the various lines of pens you carry.

Endeavor to learn the styles of pens different classes of people use and like best. For instance, most lawyers like stub pens. A great many ladies are partial to fine stub pens. The busy merchant or big executive who only uses a pen to sign his name wants a good-sized, firm pen that will make a clear, bold signature.

"For the benefit of your city salesmen who go out to solicit business, I am going to give you my experience in this line," says Harry C. Sharp, in "Geyer's Stationer."

"Try to learn the peculiarities of your customers or prospects. If golf is his hobby, post yourself on golf lore, so you can at least tell a driver from a putter. If he is daft on motors, study up on motors so you can talk intelligently about them. He may live in the suburbs and raise chickens—chicken dope will stand good in this instance. But don't overdo it and get fulsome.

"Much has been said and written by teachers of salesmanship about approaching a prospect and closing a sale, and believe me the most of it is pure bunk.

"The salesman must be guided by the conditions as they arise at the time of his call. The salesman who is uniformly pleasant, not over persistent; who keeps himself well informed on current topics; knows his line of goods thoroughly, and can demonstrate their value clearly, will be welcomed in all offices, and will naturally secure a liberal portion of their business.

"I recall an incident that occurred to me some years ago. I called on the buyer of a large Western house, and the man had a reputation of being very cold and unresponsive. He was looking at some kodak pictures he had taken and evidently did not intend to be disturbed. He glanced at my card and turned away: 'No we do not need any pens. We have a full stock.' Glancing at one of the pictures spread out before him, I remarked that it was very good and that I had taken the same view several times myself, but had not been able to get such a good photo; all of which was true. At once he was interested and invited me to take a seat, and we spent a half hour in looking over his views. I had done a lot of kodaking and could criticize his work intelligently. As I arose to leave he pressed a button on his desk which called in his stock man, and asked for a report on pens, and before leaving he gave me an order for upwards of $500. This man became one of my best business friends.

"If you think of your salary as being the customer's reward to you for these several forms of service to him, it will help to improve that service, and just as surely as you improve that service, so surely will you increase the amount of your reward. A customer lost through indifference may come back, but one driven away by an affront seldom does.

"If your customer is disposed to be friendly, never let it make you forget the touch of deference that is due him and which he expects.

"Never gossip about other customers. It is certain to lose you trade.

"Smile at a customer's jokes, but do not joke with him. It is dangerous, and the wrong joke may offend him.

"Stick to your job. Don't become a drifter, going from one store to another. You may think promotion is slow in coming; that your boss doesn't properly appreciate your services, but nine times out of ten your employer is keenly alive to your value to his store, and in due time will pay you accordingly."

British Buyers Want Prompt Delivery

Big Market for Canadian Goods if Sent so as to Reach Market in Good Time, Says J. M. Young, of Montreal, Just Back From England

IN AN interview with J. N. Young, London representative for the Thos. Davidson Mfg. Co., Montreal, and who returned recently from the Old Country, BOOKSELLER AND STATIONER was informed that the British market is ready for, and can absorb considerable quantities of Canadian goods so long as delivery can be made promptly. Mr. Young has been in England for almost a year and has made two trips there. He has found the British buyer to readily purchase any offerings which are made, and in this respect Mr. Young expressed his appreciation of the British buyer for the splendid parts that he possesses as a business man. "The buyers there are nice people to do business with and they want to do it on the dead square," said Mr. Young.

The British people, as a rule, are not inclined to the "brass band" stuff, which is the stock-in-trade of some salesmen, and the average buyer over there will not stand for this. If you have a proposition to put before him, Mr. Young states, he is very glad to entertain it and to tell you on the spot whether or not he is interested. Once the confidence of these people is won there is no difficulty in perpetuating their connection.

Price Is No Object

In connection with the various wares which Mr. Young has been selling for his company and with other products generally which are imported into the country, the average buyer makes very little stipulation regarding price. There is an immediate need for various goods, and if they can be supplied the buyer is willing to pay what the goods are worth, and even an abnormal price.

Labor Difficulties Exist

Mr. Young pointed out that the difficulties which manufacturers have had with labor still exist. All classes seem to have considerable amount of money and for this reason they are happy and do not care, particularly, whether they are employed or not. Life is taken as a matter of course from day to day, and there has been very little inclination on the part of some to return to their labor in an old time way. "As soon as the unemployment problem is settled things will go ahead and be very much better than they now are," said Mr. Young. Up to the present time there is not a great deal of change there, and in connection with the home or domestic trade, the manufacturers in England are not people to take care of the trade.

With regard to the prices on various commodities which are made there, Mr. Young pointed out that manufacturers were afraid to give definite quotations. They do not know just where they are at with regard to supplies of raw material, and for this reason they will not commit themselves to a definite delivery proposition.

Altogether Mr. Young pointed out that he was more than ever, if that is possible, a Canadian. "One of the most welcome sights I have ever seen was that of the appearance when we steamed up the St. Lawrence, of the banks of this great river. It did seem good to get back to Canadian soil again."

MARBLES

An enquiry comes as to makers of toy marbles. List of these is as follows: Akro Agate Company, Clarksburg, W. Va.; Allbright & Light Company, Ravenna, Ohio; American Marble and Toy Manufacturing Company, Akron, Ohio; M. F. Christenson & Son, Akron, Ohio; B Illfelder & Company, 29 Union Square, New York, N.Y.

Artists' Materials Yield Big Profits

Small Investment Required—"Bookseller and Stationer" Fitted Best to Sell These Goods—Views of Montreal Manufacturer

Based on an interview with Arthur D. Brown, Manager A. Ramsay & Son Company, by A. H. ILLSEY

THE demand for artists' supplies and various materials, usually considered accessories, is already a considerable one, but can be much developed, according to Arthur D. Brown, manager of A. Ramsay and Son Company, Montreal. Not only so, but Mr. Brown, in an interview with BOOKSELLER AND STATIONER, stated that the book and stationery trade should be getting a great deal of this business. In support of this contention, Mr. Brown stated that there were parts of Canada in which stationers and booksellers are now doing a splendid business. In this respect, Western Canada trade has developed a demand for artists' materials to a greater extent than dealers in some other sections of the Dominion. It is obvious, therefore, that others can do the same, and since there is money to be made in the line, the views of Mr. Brown are timely, and will be welcome to the trade.

A Small Investment

"How much money is necessary to buy an average stock for the moderate-sized town?" was asked.

"About $300 will buy a good assortment of materials," said Mr. Brown, "and this will include a good variety of stock."

Three hundred dollars is not a big sum to invest in a line which is so comprehensive as is that of artists' supplies. More than this, with the stationer or the bookseller, here is a class of goods which fit in so admirably with a stationery stock, as to be a logical part of it. There is, according to Mr. Brown, no class of trade better fitted to stock and push the line. A little study on the part of the stationer and the bookseller, will serve to reveal opportunities for selling these goods, to old and new customers, and any business secured is bound to yield a commensurate margin of profit—a greater profit, as a matter of fact, than many of the lines which are sold.

A Brief Outline

Asked as to what would constitute a fairly complete stock, Mr. Brown referred, first, to oil and water colors, and which lines he has been long associated with. In nearly all communities there is either an actual demand for these already, or prospects which may be cultivated.

As before stated, it is noteworthy that merchants in Western Canada have developed the sale for water and oil colors to a remarkable extent in some centres; that is to say, book and stationery stores. In Winnipeg, Calgary, Saskatoon, Edmonton, and many other points, including Vancouver and Victoria, sales have been excellent. True, in a few instances, the trade has been secured by specialty stores, but these are few, and are located, for the most part, Mr. Brown states, in the very large cities. But even such cities as Vancouver and Victoria have none of these large artists' supply stores; the booksellers and stationers have secured the trade.

In the first place, the stationery and bookstore already has the nucleus of an artists' supply trade, for they carry such lines as pencils, crayons, rubbers, some mechanical or draughtsmen's instruments, protractors, etc. Add to this a line of water and oil colors, brushes, thumb tacks and pins, academy boards, waterproof drawing materials, French pastille crayons, water colors in boxes, etc., and a very complete and well-ordered stock is in hand, and which will meet all, or nearly all, demands.

Growth in Store

Mr. Brown states that, in the West, much of the increase in business has come from the various schools, directly or indirectly. This does not mean that the business has been done with the schools, but rather that the introduction of painting in the day schools has served to stimulate a demand for these goods, upon the part of pupils, which means a big increase in trade for the bookseller and for the stationer. And the interesting thing for the dealer is this, that the sale of one item usually paves the way for other sales.

A school pupil may come in, for instance, to buy some water colors. These should be kept together, so that they will be free from dust, and always ready at hand when wanted. Here is the opportunity to suggest a neat water-color box assortment—a real chance to exercise salesmanship.

An amateur artist comes in to buy some oil colors. Has the salesman any new type of brush to show, a new shade, or some accessory? This is the time and the place to interest the customer, who will appreciate the interest of the merchant or the salesman. There are ways, almost without number, in which the dealer interest will result in increased sales. Price, in a general way, will not be a vital consideration in connection with the sale of these goods; the customer wants a particular water color, oil color, or accessory, and the price is the last and the least important point likely to be raised, stated Mr. Brown. And so, in view of these things, there is a big growth in store for the energetic dealer who has initiative.

An Every-Month Seller

Mr. Brown believes that these materials are every-month sellers, and that, because of this, space ought, always, every month of the year, to be assigned to their display. This can be done within the store, and particularly in the display window. "Some space should be allotted to these materials all the time, in the windows," said Mr. Brown.

Inside the store, a particular section of shelving, or a silent salesman, might well be set aside for the display of the most important lines, and particularly for the display of such materials as are likely to be more quickly sold when given prominent display. In this connection, the head salesman can probably work out a plan to suit his own ideas, and which will attain the desired result —that of increasing the turnover.

"As a help in increasing sales," continued Mr. Brown, "the manufacturer or the jobber will supply printed or lithographed advertising matter, and this should be helpful when used."

In the very nature of the goods, Mr. Brown stated that they are active sellers every month in the year. Furthermore, water or oil colors will not deteriorate; will keep indefinitely.

Develop This Trade

There are some lines which the stationer and the bookseller must necessarily handle, but which are more or less seasonable only at certain times. With artists' materials it is different, as stated before. At least some of the goods comprising this stock are saleable every month of the year, and as the profits yielded are large, they are goods which may be profitably sold. In view of the fact that a few hundreds of dollars' worth of stock affords a good assortment, why not develop this department greatly? Make a study of the community in which you have located, use display windows, use mailing lists, use the newspaper for advertising. A definite sales campaign should pay good dividends.

Supplies Will Be Larger

In speaking of the outlook for full and complete stocks, particularly of oil and water colors (and of which there has been more or less shortage during the period of the war), Mr. Brown stated that improved conditions were gradually manifesting themselves. "I think that, by next spring, conditions will be about normal, as far as these lines are concerned."

As to the probable prices of these materials, Mr. Brown believes that they will rule on a fair-price basis, and that they will probably not be a great deal higher, if any, than the average of prices during the pre-war period.



Books

DR. LOCKE SCORES BOOKSELLERS

Public Libraries Set Standard for the Reading of a Community

DR. LOCKE, chief librarian of the Toronto Public Libraries, says some things right out from the shoulder in the following letter to the editor, which affords food for reflection on the part of every member of the trade:

Editor of the BOOKSELLER AND STATIONER:

Sir:—I was interested to read in your issue of December a comment upon Children's Book Week, in the course of which you said that "the Toronto Public Library had been one of the most aggressive in this children's book work during the past few years." That is true, but it would help your readers more if you told them that for seven years in succession the children's librarians (of whom there are 16) of the Toronto Public Library have spent days in getting together the latest and best of books for boys and girls, and for three weeks in November and December have helped hundreds of men and women to select books which are suitable for their boys and girls.

Also, it may be of interest to you and to your readers to know that there is a permanent Exhibition of Books suitable for boys and girls in the Reference Library Building, and this is open at any time upon application to the Department of Children's work in the Public Library. It is the only Exhibition of this kind in Canada, and does something for the public that no bookstore has done. This is a work for the Public Library to do in the interests of the community.

It may be of interest, also, to your readers who are booksellers, to realize that the Public Library sets the standard for the reading of a community. The bookseller in very many towns buys cheap periodicals and cheap books (Alger stuff), because he knows no better, and unfortunately, in too many of our towns, the Librarian of the Public Library is no help to him. Indeed, there ought to be some way of organizing the book trade of our towns. It can be made much more effective than it is, but it never will be until we get intelligence in the book-shop and in the public library. People will buy books. An example is the large number of subscription books sold by travelling agents, books horribly expensive, and seldom read. This gives legitimate book-selling a "black eye."

Our booksellers say that they can sell no book that costs more than $1.50. If they only realized the meaning of what they have said, the reflection is wholly on their own ability. They are poor salesmen. The man who hesitates to buy a book because it is more than $1.50 is likely the man who looks upon a wife as an economy, and a bath as a luxury.

The Public Libraries are setting a fast pace in Ontario, and the booksellers will have to move along. The Library is the best asset in the community for the bookseller. We have proved that many times. Those who think differently—and I know a few—have not been intelligent booksellers. You could tell that from their stock. Why have cheap unattractive books any more than cheap unattractive boots or hats? George H. Locke.

FISHER'S "MEMORIES"

Lord Fisher's "Memories" is not a war book, in the ordinary sense at any rate, though it is, of course, full of fighting. Every page rings with the author's tremendously forceful personality—it is indeed as intimate a volume as has ever been published. Nothing so outspoken and piquant has been published for years.

DEEP WATERS

"A sailorman," said the night-watchman, musingly, "a sailor is like a fish; safest when 'e is at sea. When a fish comes ashore it is in for trouble, and so is a sailorman. One poor chap—I knew——." What happened to the poor chap may be learned in the first story of a new collection of W. W. Jacobs' stories, published by Hodder & Stoughton under the title of "Deep Waters."

HIS MAJESTY'S WELL-BELOVED

In these days, when stage celebrities are so much in the limelight, the personality of Tom Betterton, the first actor who stood out head and shoulders above his fellow-artists, has a peculiar interest. "His Majesty's Well-Beloved" is essentially a love story, and deals with a pathetic episode in the life of the great actor, while more than one of the dazzling figures that adorned society at that period bear their parts in this drama of love and fiction. This is Baroness Orczy's latest novel, published by Hodder & Stoughton Ltd.

Six Best Sellers

BEST SELLING BOOKS IN CANADA

Fiction

1	Re-Creation of Brian Kent, Wright	102
2	Rainbow Valley, Montgomery	86
3	Lamp in the Desert, Dell	70
4	Sky Pilot in No Man's Land, Connor	62
5	Young "Visitors," Ashford	52
6	Branding Iron, Burt	36
	River's End, Curwood	36

Non-Fiction

1	Rhymes of a Red Cross Man, Service	56
2	Mr. Punch's History of the War	52
3	In Flanders' Fields, McCrae	40
4	The Clash, Moore	32
5	Industry and Humanity, King	16
6	Chums, Juvenile Annual	12

ANSWERING DR. LOCKE

Dr. Locke, Toronto's Chief Librarian, has some most interesting things to say in his letter appearing in this issue, but, while there is good food for reflection for all booksellers in what he has to say, his scoring of the bookseller on the point of not putting forth efforts to sell books priced at more than $1.50 each seems rather inopportune in view of the enormous sales in the bookstores of Canada of books above that price.

A five dollar book, "Canada's Hundred Days," would probably have been among the best sellers in December had it been available in sufficient quantities. Unfortunately, too, publishers could get only a limited quantity through in time for holiday trade. This book, however, has been bought heavily by booksellers for January and future selling.

Among the 1919 best sellers in fiction were "The Four Horsemen of the Apocolypse," a $1.90 book, and "The Lamp in the Desert," a $1.75 book. Other best sellers were "Industry and Humanity," at $2.50; "Mr. Punch's History of the War," at $4.00. This is mentioning only a few outstanding books which have big sales in the bookstores of Canada.

These facts are presented in justice to the booksellers, but they affect only one point regarding what Mr. Locke has to say in his letter and should not influence booksellers to discount his other remarks, which hit several nails right on the head.

One Big Opening for 1920

A Few Remarks to the Point Dealing With the Rapidly Growing Distribution of Automotive Books

EVER increasing in volume, the automobile business carries with it a corresponding growth in profits for the retail booksellers in the sale of books having to do with motor cars and accessories.

Probably no great industry in the country, with the possible exception of the motion-picture colossus, has the habit of optimism so highly developed as the automobile business.

To banish the blues one has only to read the plans and extensions of the motor vehicle manufacturer. Never in all the short but magic history of the industry's growth has the sun shone brighter or the sky seemed so blue. From manufacturers to dealers they are "bulls" on the future, exponents of the glad philosophy of life as regards the present.

Speak to them of the gloomy days of railroad and coal strikes and they will come back at you with the happy remark that even such calamities will only serve to educate the public to the necessity of motor transportation and the use of oil instead of coal.

When you suggest the perils of Bolshevism they will retort that when every family enjoys a passenger car what will anybody have to revolt against?

At present manufacturers are from 75 to 100 p.c. behind in orders, and during the last month the problem of securing sufficient material has been rather acute, some of the factories being compelled to slow up production for that reason.

As to the automobile library, the number of books is constantly increasing, and the well-known standard automobile books are now classed among the bread-and-butter lines, the "best-sellers" in book staples.

Consider these statistics:

In Canada there are 4,239 automobile agents, dealers, garages and accessory shops. Of this number Ontario has 1,460 and Saskatchewan is next with 712. Prince Edward Island has only 20 automobile service stations.

Think of the possibilities afforded for the selling of books, particularly dealing with motor car repairs and other literary technicalia affecting the particular interests of the members of the automobile trade as mentioned in that paragraph.

A large deputation of motorists from all over Ontario will wait upon the Drury Government this month to impress on that body the dire necessity of carrying on the good roads programme in Ontario.

This opens up avenues for sales of technical books dealing with good roads, not only in their relationship to motor cars but to all farmers and to everybody who is interested in the good roads question, whose name is legion!

Among the private bills to be introduced at the forthcoming session of the Legislative Assembly of Saskatchewan will be one asking for a special act to incorporate the Saskatchewan Provincial Automobile League. Among eight of the objects incorporated in the bill is one "to demonstrate the benefits derived from good roads."

Booksellers should study out good plans for effective window displays of technical books of this nature and incidentally toy models of motor cars and motorists can be advantageously utilized, thus killing two birds with one stone by advertising the toy department as well as the books themselves.

Nineteen twenty should see the sales of books of this class take a decided jump, far exceeding the records of all previous years.

HOW CAN I SELL JUVENILES?

FOLLOWING up the article on Children's Books as the basis of building up a book business, the following from an article on "How Can I Sell More Juveniles," from "Book-Talk," is opportune:

The first answer that springs to the lip is that it is easy to sell juvenile books, because there is such a demand for them. But second thoughts suggest a qualification inasmuch as there is not only a big demand, but a big supply, so big, that if a bookseller set out to trade only in juveniles he could stock out his shop with sufficient books if he took only about one of each issued in the Autumn season.

Therein lies the problem, and there are several factors which the keen seller has to bear in mind when placing his orders. Without attempting to place those factors in any sequence of importance—probably there is no proper sequence, because the public taste is so very varied—I would suggest that the following are certainly to be included:

1. The general appearance of the book, as regards attractiveness, both in respect of outside dressing-up, and inside format.

2. The reputation of the authors as writers of clean, wholesome literature.

3. The bulk of the book, in relation to price and subject and purpose of the book.

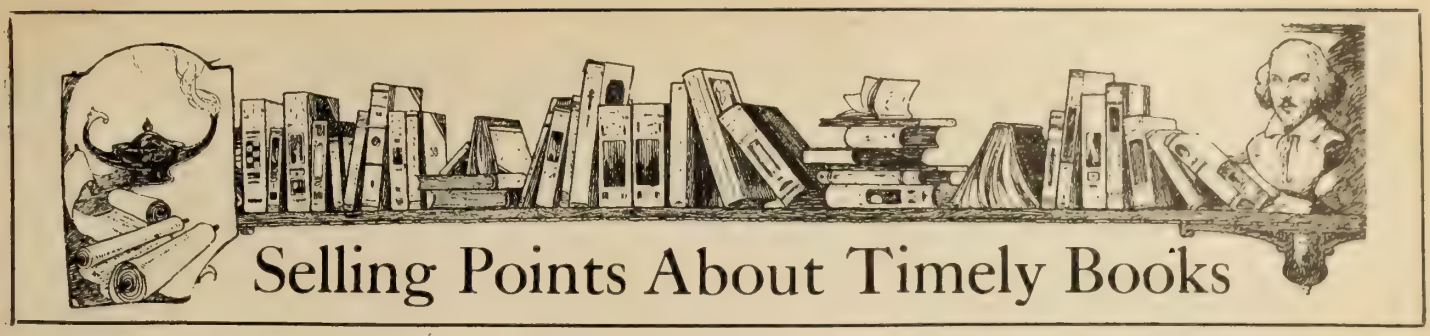
4. The synchronisation of a book with events in the public mind, and the tendency of the times.

In the matter of appearance the bookseller must bear this in mind: that he is not stocking books for his own aesthetic pleasure, and that it is necessary to look at this question from the point of view of the young people for whom the books are intended. Nevertheless, it is not necessary to produce crude-looking books in order to reach the hearts of the boys and girls. All the thrill and excitement that is healthy and will reach the boy, for instance, can be given in refinement. Strength is what the boy looks for—strength and the heroic as far as his adventure book is concerned. As regards the authorship of the books—there are, of course, the favorite writers who are always sure of a success; and, naturally, the bookseller will go for these, though, be it remembered, that new authors are worth trying. But, inevitably, the bookseller concentrates upon the popular authors, and by pushing them in various ways, will bring them into even greater prominence to his own advantage.

Juveniles of a certain type—the educational type—are always an interesting proposition.

For instance, a book like "All About Aircraft of To-day," is sure to be successful this autumn, because it catches the tide. Every boy is air-keen. Then also "All About Treasures of the Earth," must appeal, because there was never a time when we needed so much of nature's wealth as we do to-day, and when industry is clamoring for mineral gifts of the earth. Of yet another type is "Our Wonderful Navy," which is bound to be popular, since this is the time when boys are more than ever interested in the Navy that saved the world for civilization.

The successful bookseller will make his selections, bearing these points in mind, and pushing what he chooses by psychological means calculated to act upon the public—both young and old—these latter especially, who do most of the buying for the former.



Selling Points About Timely Books

LENINE DAMNED AND BOOSTED

The pros and cons as to Lenine are set forth in two new books dealing with the mysterious big man of Russia. One is "The Psychology of Bolshevism," by John Spargo; the other is "Lenine: The Man and His Work," by Albert Rhys Williams. Spargo's previous book, "Bolshevism," has been widely read and discussed. In this new book of his, he lays bare facts about how Bolshevism has crept into schools, colleges, churches, societies of every sort, and has influenced everywhere two kinds of people—the sentimental rich with a neurotic conscience and those who are dissatisfied with everything and have no conscience at all.

Williams, in his book, claims that Spargo never even met Lenine. Williams presents Lenin from the point of view of a man who is partisan, but who wants to show Lenin as the worker, apparently the one worker, in Russia.

It is chiefly written by Albert Rhys Williams, who has also included portions of the book written by a journalist, Arthur Ransome, an Englishman, and of an article by Raymond Robins, another correspondent.

Williams himself is a Bolshevik, and volunteered into the ranks of the so-called Red Army when the Germans were rumoured to be marching upon Petrograd. He has undertaken to give a portrait of Lenin that will present the man as he really is, stripped of what he characterizes as the "fabrications," "venom" and "wild tales" which have attached to the leader.

According to one prominent member of the Bolshevik, their ideal is perfect, and will work perfectly as soon as every one in the world believes in it and is ready to do more for the neighbour than for himself. That would be the millenium, wouldn't it?

In any event, these books afford booksellers an opportunity for awakening interest and creating many sales of both these books.

FROM BOOKS TO SCREEN

These pictures have been selected for listing by The National Board of Review of Motion Pictures:

The Career of Katherine Bush, Famous Players-Lasky, Paramount-Artcraft, 5 reels; star—Catherine Calvert. Adapted from Elinor Glyn's story of a working girl with society ambitions.

Told in the Hills, Famous Players-Lasky, Paramount, 6 reels; star—Robert Warwick. A Western romance based on the tale by Marah Ellis Ryan.

Checkers, Fox, 7 reels. A finely-produced adaptation of Henry Blossom's well known race track melodrama.

Evangeline, Fox, 5 reels; star—Miriam Cooper. Longfellow's poem exquisitely translated to the screen.

Beating the Odds, Vitagraph, 5 reels; star—Harry Morey. Romance from the novel, "The Money Maker," by Irving R. Allen.

Destiny, Universal, 6 reels; star—Dorothy Phillips. A rural and society drama from the story by Charles Neville Buck.

When Bearcat Went Dry, World, 6 reels; star—Vangie Valentine. A Cumberland moonshine melodrama from the novel of the same name by Charles Neville Buck.

Atonement, Pioneer, 7 reels. Drama from Tolstoi's "The Living Corpse."

—Publisher's Weekly.

THE NAVY EVERYWHERE

Conrad Cata, who wrote "The Navy in Mesopotamia," has now written "The Navy Everywhere" (Constable's). As the author explains in his preface, he has confined himself in this book to naval performances which are quite outside the ordinary sphere and about which the public has received comparatively little information. These accounts are based on official information, some of them being of scenes actually witnessed by the author.

FAMOUS GENERALS

The Page Co. has published an interesting book by Charles H. L. Johnston, entitled "Famous Generals of the Great War," a book of over 300 pages and with sixteen reproductions of photographs of the most famous generals of the war. The book was written especially for boy readers and is an admirable production.

A. E. F. VERSE

"Yanks" is the title of a book of verses reprinted from "Stars and Stripes," the official newspaper of the American Expeditionary Forces, and comes from Putnams. The verses were written by different fighting men, and are representative of all phases of Army life and experiences. The men who wrote some of them have paid the great price. They are the heart and soul of the American Army in France. The book has nearly 160 pages, and contains some particularly fine illustrations in color.

UNIVERSITY EDUCATION

Under the title of "The Voyage of the Vice-Chancellor," Arthur Edward Shipley, who is Vice-Chancellor of Cambridge University, England, gives an account of the sojourn in the United States in the spring of 1919 of a commission of English educators, headed by the author. This visit was utilized for the purpose of coming into relations with the heads of the American colleges and with others interested in regard to arrangements for the exchange of instructors and of students. The book has just been issued by Putnam's.

A PRIVATE IN THE GUARDS

Stephen Graham in "A Private of the Guards," presents a most interesting study of the man in the ranks based upon his own experiences. In this book the nicknames of famous regiments are used. The "Bill Browns" are the Grenadiers; the "Jocks" are the Scots Guards; the "Taffies" are the Welsh Guards; the "Micks" are the Irish Guards, and the "Coalies" are the Coldstream Guards. Needless to say there is intense rivalry amongst these regiments. The presence of Americans among the English fighters in the war and then the full response of America when the U.S. came into the war are subjects developed in a most impressive manner by the author. In his preface in response to America, Mr. Graham says: "I well remember the miracle which the appearance of the Americans wrought in the spirit. One day in June some thousands of them marched past our dour, war-worn guards and they made an immense impression of faith and pluck. On that day even in the extremity of allied failure, we knew we must win through at last."

BOOK ON ANGLING

"Streamcraft: An Angling Manual," is a new book by Dr. George P. Holden. It presents interesting bits which will delight the soul of every angler and sportsman. The bookseller will find almost invariably that to show this book to a disciple of Isaak Walton is to make a sale.

HUGH WALPOLE

An English author, who is in the forefront of modern novelists, is Hugh Walpole, who has been lecturing in the U.S. and Canada, in consequence of which there has been an intensified interest in his novels, the latest of which is "Jeremy."

Hugh Walpole is a descendant of Sir Robert Walpole. At the early age of thirty-four he is at the top of his art. His first novel was published when he was twenty-five. He possesses wonderful power to make you live in the same atmosphere and be shaped by the same environment that shapes the lives of his characters—people no more fictional, it seems, than those with whom you pass your daily life. In the latest novels this power becomes inescapable—you are on the Russian battle line, you walk the streets of Petrograd and know the Revolution, not because Walpole tells you, but because you seem to be actually there.

Walpole, a son of the Bishop of Edinburgh, grew up in a little seaside village in Cornwall, took an honors degree in History at Cambridge, and started life as a master in a boys' school. Then he went up to London, did journalism for a living, and began to write novels.

During the early years of the war, Walpole served with the Russian Red Cross. Then the English Government sent him to Petrograd to help promote pro-British sentiment.

These years of service in Russia, for which he received the Georgian medal, made upon him the indelible impressions which he transferred so vividly to the pages of his epics of Russian life that they have been truthfully called "Russian novels in English."

TYPEWRITTEN BOOK

Booksellers are familiar with the periodical reproduced from typewritten copy as exemplified by recent issues of the "Literary Digest." The strike in New York affected book publishing as well, and there was at least one attempt at publishing a new novel by a similar method. This was done by Appletons, the book being a new novel entitled "Piggie," by Eleanor Gates, author of "A Poor Little Rich Girl."

ASHES TO ASHES

Isabel Ostrander, in "Ashes to Ashes," tells the story of a man who thought himself above the law. Almost without intention he had killed, and with utmost cunning had averted all suspicion. What happened afterward is the theme of this unusual crime story. The development of its leading character from a man of ordinarily good impulses into a homicidal maniac provides absorbing reading. The author has entirely avoided the conventional plot development and has given instead an analysis of the mind of a criminal of keen intellect and no scruples, which has all the fascination of the best type of mystery story.

SOULS DIVIDED

A new novel by Matilda Sereo, is "Souls Divided," which comes from Stanley Paul & Co., London. This author enjoys a wide reputation by reason of the cosmopolitan note in her novels.

STRONG HOURS

Maud Diver's new novel, "Strong Hours," concerns the experience of the Blounts of Avonleigh, during a decade or more, including the years of the Great War. The hero of the story, Derek Blount, second son of Lord Avonleigh, is first introduced as an attractive and self-contained boy, whose nose, so far as his mother is concerned, has been put a little out of joint by his older brother, but who, nevertheless, has, with his distinguished father, a peculiar sympathy.

REBECCA'S PROMISE

From the Ryerson Press comes "Rebecca's Promise," a new novel by Frances Sterrett. This is an ideal book for girls.

Rebecca Mary is so afraid of the future that she sacrifices the present in the determination to provide for her old age? Cousin Susan tells her that youth is the time when one stores up joys for the future and she makes Rebecca Mary take out what she calls a "Memory Insurance Policy." You can't possibly imagine what a series of adventures she is led into in order to make payments on the "policy." There are all sorts of exciting and interesting people in the story and the end proves just what you think the minute you meet Rebecca Mary—that she's the sort of girl who was made for love and happiness.

ALEX. THE GREAT

One of the season's big successes in humorous fiction is H. C. Witwer's "Alex" the Great," published by Small, Maynard & Co.

"You Can Do It!" is the slogan of the compelling hero of this romance of business, so blithesome and merry, so compact with shrewd philosophy and observation, as to warrant comparison with the classic, "The Letters of a Self-Made Merchant to His Son." The tale of how Alex—from Vermont—"sneers at Broadway and says Gotham is the champion rube burg of the world," and "stands New York on its ear and makes it like it," is real fiction, done with that spontaneous humor which has made H. C. Witwer one of the most widely read of present day American humorists.

ARE FAIRIES TO BE ABOLISHED?

Dr. Katherine D. Blake, head of the New York Normal College, wants no more fairy tales told to children, because they are not "true." This female follower of the late Thomas Gradgrind would no doubt do away with the mythology of Greece and Rome, and with nearly all the great masterpieces of ancient and modern literature.—Toronto World.

TRASHY MAGAZINES

A writer in Smith's Weekly, a Sydney, Australia, publication, has a tilt at the erotic tendency of the contents of many of the magazines offered for sale on the bookstalls. He says: "It's naughty, but it's nice" is the motto of the bookstalls these days. Train or ferry, you are met at the entrances with magazine covers displaying the bared limbs of intended-to-be seductive females, and carrying suggestive titles. The war, by its interference with the regular import of the fair-to-piffling English magazine matter, has let us in for this stuff from the land of Mr. Wilson. The professor may be making the world safe for democracy, but the reading matter of his countrymen is certainly making the world safe for pornography. The American magazine, as we have it on the bookstalls, is deliberately designed to break down a sane reading taste, or, that already being accomplished, to pander to the messy result. If you read one of the type, you have read the lot. Reading of the quality cannot do any good and may do infinite harm. The penny dreadful does reward virtue in the end.

"TO THE VANITY PUBLISHER, SIR," SHE SAID

"Where are you going, my pretty maid?"
"I'm going to publish, sir," she said.
"Perhaps you've a fortune, my pretty maid?"
"My verse is my fortune, sir," she said.
"Then you'd better not try it, my pretty maid.
There's an item for printing, and when it is paid
There's 'Commission on sales'—O innocent maid!
In your rural retreat, have you heard of THE TRADE?
Oh, where are you going, my pretty maid?"
—Ernest Radford, in London "Old and New."

CANADIAN WRITERS

A fact not generally known is that Mary Carolyn Davies, the author of "The Drums in Our Street," was brought up in a gold mining town in the Canadian Rockies, where she lived until she was of high school age, when the family left the mountains for the unknown life of the States so that the children might have proper educational facilities. While in college, Miss Davies began writing for magazines and periodicals to earn her daily bread, and was so successful that she embarked upon a literary career.

Florence McLeod Harper belongs to Woodstock, Ontario. She has done considerable journalistic work. The material for her "Runaway Russia," was gathered by her when in that country as representative of "Leslie's Weekly."

From John Murray, London, comes "The Broken Road," by C. E. W. Mason, being a two shilling edition of this romance of the Indian frontier, a tale filled with the glowing colors of the Orient.

DEVOTIONAL WORKS

"On Accepting Ourselves," is a new book by the Rev. Dr. John A. Hutton, published by James Clarke & Co., of London.

Fineness of thought and beauty of literary style give great charm to these papers on the life of the spirit. The great distinction of Dr. Hutton is his quick sensitiveness to the things of the unseen, the spiritual world, and his power to express and to make others feel and enter into the gracious influences and experiences that have come to himself. He has a poet's heart; he is a true seer, an interpreter to men and women of the great and subtle things and experiences of life, that they themselves may daily feel, but only realize in all their greatness when another speaks wisely and luminously of them.

ISAIAH

A new book by the Rev. Dr. Alex. Gordon in the "Humanism of the Bible" series, put out by James Clarke & Co., London. is "The Faith of Isaiah."

Dr. Gordon's aim is to bring home to readers of to-day the real meaning, the power and the beauty of the greatest of the Hebrew prophetic books. He reveals the personality of the prophet—recognizing, of course, the composite nature of the book—and by a vivid description of the actual historical setting of each incident and prophecy, brings out alike the noble faith and courage of the prophet and the force and fitness of his impassioned utterances.

TALKS TO CHILDREN

"The Plowers," a book by David Ross, M.A., published by James Clarke & Co., London, presents a series of talks to children.

Mr. Ross has the gift of talking to children in a way that they can understand and that interests and fascinates them. He wisely avoids preaching to them, and if he wants them to take to heart a lesson he generally trusts them to discover the moral of the story he tells. For he speaks mainly through stories. Very often they are about the life of Nature, for he is especially at home among plants, flowers, birds and animals. Usually he has some little-known, out-of-the-way information to give, probably something he has observed himself, and always we find some truth of life and conduct illustrated quite naturally, yet vividly and impressively, by the story.

THE EVERLASTING ARMS

One of the most striking and fascinating stories Mr. Hocking has ever written is his new book, "The Everlasting Arms." It is a thrilling narrative of modern life, introducing elements which Mr. Hocking has never before used in a story. He never forgets the great elemental facts of life, nor does he fail to realize that while there is a tremendous fascination in the occult and the mysterious, and that the love of a man for a maid has an eternal charm.

A PROSE TREASURY

Logan Smith is responsible for the compilation of "A Treasury of English Prose," just published by Constable's. The selections have been made with admirable judgment, and the book is a veritable casket of gems. Here, for instance, is one on the subject of "Books."

"For books are not absolutely dead things but do contain a potency of life in them to be as active as that soul whose progeny they are; nay, they do preserve as in a vial the purest efficacy and extraction of that intellect that bred them. I know they are lively and as vigorously productive as those fabulous dragons' teeth, and being sown up and down, may chance to spring up armed men. And yet on the other hand, unless wariness be used, as good almost kill a man as kill a good book: who kills a man kills a reasonable creature. God's image; but he who destroys a good book kills reason itself; kills the image of God as it were in the eye. Many a man lives a burden to the earth, but a good book is the precious life-blood of a master spirit, embalmed and treasured up on a purpose to a life beyond life. 'Tis true no age can restore life, whereof perhaps there is no great loss; and revolution of ages do not oft recover the loss of a rejected truth, for the want of which whole nations fare the worse. We should be wary, therefore, what persecution we raise against the living labors of public men, how we spill that seasoned life of man, preserved and stored up in books; since we see a kind of homicide may be thus committed, sometimes a martyrdom; and if it extend to the whole impression, a kind of massacre whereof the execution ends not in the slaying of an elemental life, but strikes at that ethereal and fifth essence, the breath of Reason itself; slays an immortality rather than life.

"AREOPAGITICA."

A LIVING FORCE

Some notable accounts of foreign missionary life are the books of W. P. Livingstone, being biographies of great, but especially of good, men. They are most instructive and useful as helps, guides, and incentives to others. Some of the best are almost equivalent to gospels—teaching high living, high thinking, and energetic action, for their own and the world's good. This is a line of books that may readily be sold to conscientious Christian people, of whom there are thousands in every large community, and a proportionately larger number in smaller communities, in spite of the hackneyed and half-baked opinions of the ubiquitous know-it-all, who prates about the decadence of the Church and the failure of Christianity. Among the inspiring books by W. P. Livingstone are, "Mary Slessor of Calabar," "The White Queen of Okoyong," "The New Outlook," presenting a new spiritual outlook and a higher ideal of religion as part of the reconstruction period following the social havoc wrought by the war, and "Christina Forsyth of Fingoland," the story of the loneliest woman in Africa.

NEW TENNIS BOOK

An extremely interesting and timely publication has been issued by the United States Lawn Tennis Association in the form of a very useful manual for tennis umpires and other officials. It is edited by Edward C. Conlin, who is chairman of the National Umpires's Association, which alone gives it authority. The preface is an endorsement of the contents by President George T. Adee, of the U. S. N. L. T. A.

This booklet contains the laws of the game of tennis, with special notes on difficult cases, and quotes decisions of those cases. There are complete instructions for all tennis officials, rules for conducting tournaments, making a draw and handicapping, the regulations covering all national tennis championships. Besides, there is a very splendid contribution to its pages in the way of an article by E. B. Moss, of the Associated Press on the subject of "Publicity for Tennis Tournaments."

Booksellers, especially those who sell sporting goods, will do well to bring this to the attention of tennis clubs and tennis enthusiasts in their community.

EVEN ON BROADWAY!

To the lugubrious skeptic, the dramatic mourner who sighed and predicted failure for "Abraham Lincoln," John Drinkwater's play. because it was "too good for the public," a public susceptible to the terpsichorean marvels of the musical comedy, the play's success in Washington and now in New York is a revelation. The popularity of the play in Washington, perhaps, is not surprising, but its amazing success in the region of Broadway is something of a vindication of the theatre-going public. The mourner of perished artistic appreciation may safely lay away his crepe.

JOURNEYING IN JAPAN

T. Philip Terry, author of "The Japanese Empire," is making an extensive tour of Japan. His trip is taken chiefly for the purpose of gathering data for a new and larger edition of "The Japanese Empire" to bring that guide book up to date, so that it will meet the needs of recent extensive tourist travel in Japan.

PSYCHIC RESEARCH

In "The Vital Message" Sir Arthur Conan Doyle speaks with the authority of a recognized expert in psychic questions, such as: Are the dead really dead? This book is an original and startling discussion of the subject of life and death.

The Up-to-date Advertising Co., of Canister, N.Y., makers of rulers and other lines, are taking over the holdings of the Superior Register Co., of that city. The new property will give them much-needed increase space and facilities for carrying on the manufacture of the lines which they market so successfully.

Western Canada's Literature

Review of Recent Achievements of Canadian Authors of the West, and Forecasts of Good Things to Come

By E. H. SCOTT

WESTERN Canada is making great strides from a literary standpoint. Several budding authors have brought out their first books in recent months, and have joined the ranks of the few like Ralph Connor, Mrs. Nellie McClung, and Robert J. C. Stead, whose works of fiction have taken high rank. In the book section of the Manitoba "Free Press," the editor, Prof. W. T. Allison, in a lengthy introduction, deals with the various Westerners who have of late achieved literary fame. "Last year," he states, "two writers, R. J. C. Stead, author of 'The Cow Puncher,' and Hopkins Moorhouse, author of 'Deep Furrows,' both Western men, ran a neck-to-neck race as big sellers, and each book attained a circulation in the neighborhood of twenty thousand copies. Four other Western novelists, Robert Allison Hood of Vancouver; Robert Watson of Vernon, B.C.; Ralph S. Kendall of Calgary, and Will E. Ingersoll of Winnipeg, were also fortunate in hitting the popular taste. Another writer, whose books have sold well both in England and in Canada, is Janey Canuck (Mrs. Arthur Murphy) of Edmonton."

Coming down to the present season mention is made of the fact that Western Canada is represented in the list by Robert Watson with a second story, "The Girl of O.K. Valley"; by Isabel Ecclestone McKay of Vancouver with a Canadian novel entitled "Mist of Morning"; by Evah McKowan, whose "Janet of Kootenay" tells in humorous style the story of the founding of a ranch in British Columbia, and by Professor Douglas Durkin, whose first romance, "The Heart of Cherry McBain," is full of Western atmosphere.

In the course of a breezy article, Hopkins Moorhouse announces that he has just finished the manuscript for a new novel, "Every Man For Himself," and in another article by Sergeant Ralph S. Kendall, author of "Benton of the Royal Mounted," he states that at the request of his publishers he is preparing a book dealing with old days in the R.N.W.P. The writer is informed that Will E. Ingersoll of Winnipeg, whose book, "The Road That Led to Home," is at work on another manuscript at the request of his publishers.

More recent issues have been three most important contributions to the world of literature by Western authors. One of the distinctive books of the year bears the title, "Over the Canadian Battlefields," and is from the pen of J. W. Dafoe, editor of the Winnipeg "Free Press." A book of major importance by J. F. B. Livesay, is "Canada's Hundred Days," in which he records the glorious achievements of the Canadian corps from August 8, 1918, until the signing of the armistice. Mr. Livesay was in France as Canadian "Eye-Witness" at this period, and as correspondent of the Canadian Press. For several years he has been the Western representative of this association, but he has now moved east as general manager.

The third book is by Dr. Joliffe, professor of Greek in the University of Manitoba. It is entitled "Phases of Corruption in Administration in the Last Half Century of the Roman Republic." In this scholarly work he has laid bare the graft system which permeated the Roman republic, and which shows that, compared with the ancients, the grafters of to-day are but infants in the art of bleeding the commonwealth.

One of the most interesting articles in the "Free Press" book section is written by Premier W. M. Martin of Saskatchewan, who describes glowingly the success of the travelling library system inaugurated in that province during the winter of 1914-15. The object of this system was to provide the rural settlements with reading material, particularly those in the most isolated districts. Mr. Martin states that a number of libraries are in operation in districts from 50 to 70 miles from a railway station.

Monthly Record of New Books

Published by Firms Established in Canada

McCLELLAND & STEWART, LIMITED

Fiction

An Awfully Big Adventure, "Bartimeus," $1.50; Sister Anne! Sister Anne!! Gertrude Arnold, $1.50; Between You and Me, Sir Harry Lauder, $2.75; Mrs. Marden, Robert Hichens, $1.50; Helena, Mrs. Humphry Ward, $2.00; Second Youth, Warwick Deeping, $1.50; Sunrise From the Hill Top, Beatrice Barmby, $1.65; The Search, Grace Livingston Hill Lutz, $1.65; The Forbidden Trail, Honore Willsie, $1.75; On Great Waters, Frank H. Shaw, $1.50.

Non-Fiction

The Last Four Months, Major-Gen. Sir F. Maurice, $2.50; The Girl of the New Day, E. M. Knox, $1.75; Optimism and Other Sermons, Rev. Robert Law, D.D., $1.50; The Lady With the Other Lamp, Blanche Read Johnston, $2.50; Leaves on the Wind, D. A. Casey, $1.25; The Grey Nuns in the Far North, Father P. Duchaussois, O.M.I., $2.50; As a Tale That is Told, Frederic W. Macdonald, $3.50; Our Greatest Battle, Frederick Palmer, $2.75; The Glow-Worm and Other Beetles, J. Henri Fabre, $2.00.

Juvenile

In Quest of a Kingdom, S. Walkey, $1.50; The Boy's Book of Redskins, Eric Wood, $1.50; The Captives of the Caves, Capt. Charles Gilson, $1.50; Keepers of the Sea, Frank H. Shaw, $1.50; Treasure Trove, Frank H. Shaw, $1.50.

THE MUSSON BOOK CO., LIMITED

Fiction

Broad Horizons, W. Everard Edmonds, cloth, $1.50; Tom Sawyer, new edition, Mark Twain, cloth, 75c; Huckleberry Finn, new edition, Mark Twain, cloth, 75c; Roughing It, new edition, Mark Twain, cloth, 75c; Tramp Abroad, new edition, Mark Twain, cloth, 75c; Blue Water, Frederick Wm. Wallace, cloth, 75c; Ludendorff's Own Story, Ludendorff, 2 vols., cloth, $7.50; The Charm School, Alice Duer Miller, cloth, $1.40; Outland, Mary Austin, cloth, $1.60; Dust of New York, Konrad Bercovici, cloth, $1.60; The Cobbler in Willow Street, cloth, $1.60; The Awakening of Asia, H. M. Hyndman, cloth, $2.00; The Immortal Flame, Marie Bjelke Peterson, cloth, $1.60; What Outfit, Buddy T. Howard Kelly, cloth.

Juvenile

Jolly Polly, Gertrude Smith, cloth, $1.50; Catty Atkins, Clarence Budington Kelland, cloth, $1.50; The Fairy Detectives, Rupert Hughes, cloth, $1.25; The Heart of Pinocchio, Collodi Nipote, cloth, $1.25.

HODDER & STOUGHTON, LIMITED

Fiction

Power of a Lie, Johan Bojer, cloth, $1.70; Deep Waters, W. W. Jacobs, cloth, $1.60; Dominant Race, F. E. Mills Young, cloth, $1.50.

Non-Fiction

War and the Preaching, Kelman, cloth, $1.75; Vital Message, Conan Doyle, cloth, $1.25; Fellowship in Thought and Prayer, by Basil Mathews and Harry Bisseker, paper, $1.00; Ministry of the Word, Rev. G. C. Morgan, cloth, $1.75; War and the Fear of God, James Denny, D.D., cloth, 75c; Where Science and Religion Meet, by Wm. Scott Palmer, cloth, $1.75; Memories, by Lord Fisher, cloth, $6.00.

THE RYERSON PRESS

Fiction

Isaacs, Joseph Gee, cloth, $1.60; Connie Morgan With the Mounted, James B. Hendryx, cloth, $1.50.

Non-Fiction

"Spiritual Voices in Modern Literature," Trevor H. Davies, D.D., cloth, $1.75; The Little Chap, Robert Gordon Anderson, cloth, 75c.

Juvenile

Boyd Smith Mother Goose, Boyd Smith, cloth, illustrated, $3.00.

THOMAS ALLEN

Fiction

"Drowned Gold," Roy Norton, cloth, $1.65; The Ridin' Kid of Powder River, H. H. Knibbs, cloth, $1.75; Strong Hours, Maud Diver, cloth, $1.90; The Tie that Binds, E. H. Porter, cloth, $1.75; Tangled Threads, E. H. Porter, cloth, $1.75; Across the Years, E. H. Porter, cloth, $1.75.

Non-Fiction

The Secret of Heroism, W. L. Mackenzie King, cloth, $1.25; Canada's Hundred Days, J. F. B. Livesay, cloth, $5.00; Over the Canadian Battlefields, J. W. Dafoe, cloth, $1.00; Through St. Dunstan's to Light, J. H. Rawlinson, cloth, $1.00; A Labrador Doctor, Dr. Grenfell, cloth, $4.00; Roosevelt, Thayer, cloth, $5.00.

THE COPP, CLARK CO., LTD.

Non-Fiction

Holland of To-day, Wharton Edwards, cloth, $7.50.

Juvenile

The Last of the Mohicans, Jas. Fennimore Cooper, cloth, $3; The Little Lead Soldier, A. Franchi, cloth, $1.50.

Acton, Ont.—George Hynds is among the booksellers who are paying specialized attention to toys, dolls, games, including wheeled goods and children's sleighs.

ADVERTISING AS A VOCATION

Frederick J. Allen of the Bureau of Vocational Guidance, Harvard University, and Lecturer on Vocational Guidance in Boston University, is the author of a book just from the press entitled "Advertising as a Vocation."

Mr. Allen's purpose has been to show the nature, growth and the probable future of advertising as a department of the business world, the divisions and extent of the field, the many kinds of mediums employed to reach the buying public, and the various opportunities for employment to be found in publicity work. Especial emphasis is placed upon the demands made upon the individual, the conditions generally recognized as necessary for success, and the rewards that may be found in this vocation—or the more vital facts that should be known by the vocation counselor, the parent, the young man or the young woman and the boy or girl who wishes to know whether to enter the occupation or to prepare for it in the school and college courses recently established.

LOCKE AND FARNOL

Among the good things coming this month is "The House of Baltazar," by W. J. Locke. Another new book by one of England's leading novelists is the "The Geste of Duke Jocelyn," by Jeffery Farnol.

MacLean Publishing Company Has Christmas Tree for Children

Col. John B. Maclean, President of the Company, Gives a Christmas Treat to All Children of the Organization

ON the Saturday afternoon before Christmas, the offices of the MacLean Publishing Company on University Avenue, Toronto, were given over to the children of the organization and their parents. The idea of the Christmas entertainment originated with Col. Maclean himself, and neither time, effort, nor money were spared in seeing that everything was arranged to give the children the time of their young lives.

Something in the neighborhood of 200 children were present of all sizes, from babies in arms to grown boys and girls, and they, with their parents, made a gathering that filled the main office that had been cleared for the occasion and flowed over into the new building in the rear.

In the centre of the main floor was a great Christmas tree loaded with gifts, for every child there was a present, books and watches and flashlights and toys generally were there in profusion, with a Santa Claus of magnificent size presiding over the ceremonies, supported by a policeman and a clown. When the last gift had been received, and the last Christmas stocking grasped by eager hands, there was a regular midway to attract the youngsters.

At the front was a magician doing wonderful things with balls and handkerchiefs; further down a Punch and Judy show, the delight of the younger children. A scale for trying their weights, and a booth where ice cream cones were to be had for the asking. In the new building the young ladies of the institution served tea to the mothers and fathers of the children, and here was a mysterious lady who would read your fortune in a cup, while another part of the floor was given over to dancing.

A Highland piper gave the necessary Scottish tone to the gathering. Altogether it was a great affair and everyone had a splendid time.

Toymakers at Annual Meeting Claim German Goods Are Being Sold

SERVING warning upon the buying public that a lot of German toys are being surreptitiously foisted upon them under the guise that they are manufactured in France, the members of the Toy Manufacturers' Association, at their annual meeting in New York on Tuesday announced that they would take legal or other necessary steps through their tariff committee, to prevent the sale of imported toys that are misrepresented by false markings as to their place of origin.

Buyer Should Know

They claim that they have no intention to boycott or to interfere with German trade but that the buyer should know, by true markings, where the toys offered to him are made. They point out that a test made in the purchase of certain toys has shown on investigation that the markings "Made in Germany" have been changed. In one instance a toy railway train market and lettered in French was found on close examination to be marked "Made in Bavaria."

From Rotterdam

Some of these German toys, it was stated at the meeting, had come from Rotterdam this year, where they had been stored in warehouses since the beginning of the war.

The bulk of toys on sale in the stores this Christmas are made at home. A few of them came from Japan. Department stores generally agreed this year to pledge themselves they would not knowingly sell German toys. The general impression was that before the war 90 per cent. of the dolls came from Germany. As a matter of fact, only 44 per cent. came from Germany and other parts of the world; the rest were made in America. German dolls, it was asserted, are being offered as French dolls, and legislative action would be sought to prevent this imposition on the public.

Developing Rapidly

As showing the development of toy manufacturing, it was mentioned that the toys manufactured at home in 1913 were valued at $13,000,000, whereas the last report shows a value of $21,000,000. There are 330 toy manufacturers in the country, and of these 128 are members of the association. A firm must be two years in business before it can become a member of the association.

Want Higher Tariff

The manufacturers closed their meeting with a discussion of the tariff question as affecting their industry. The present duty is 35 per cent., but some members of the association would like to see this raised to 50 per cent., and a suggestion has been made that the matter be laid before the proper committees in Congress, so that when revision comes up, as it may do this coming year, due regard will be paid to giving ample protection to the infant toy industry here. The future of tariff legislation is, however, regarded by other manufacturers with a great deal of doubt and misgiving, the belief being that not much is likely to be done this coming year to raise the tariff.

Music Sales in Bookstores

Some Ideas in Specialization—Sunday School Trade Should be Especially Fostered

BOOKSELLERS should sell not only books dealing with music, but sheet music, and all kinds of sundries in musical merchandise. Sheet music is more alive to-day than it ever was before. Besides the business to be done with songs of popular appeal, think of the endless opportunities dealers have in selling to beginners and students in music, both vocal and instrumental. Then consider the various special avenues for creating music sales. For instance, the church choirs and other branches of church ativities, and especially the Sunday schools. In this latter connection it is appropriate to quote the following church activities, and especially the Sunday school teachers' publication:

"Army, navy, fair, movie, social work, worship—everywhere and with all sorts of people music is a feature and an inspiration; in the Sunday school, not less than elsewhere.

"In the face of this universal experience it is a marvel how little attention is paid in the Sunday school to this enchanting art. Every other part of Sunday school organization and equipment has shown greater advancement. As to the music, this is mostly the last thing to be improved. In too many Sunday schools the music is just where it was a generation ago, and this very greatly to the Sunday school's loss, for a Sunday school without good music is like a regiment without a good band, or a social circle without an instrument or singers.

"It is worth while, for example, for a school to take stock now as to where it stands musically. Is adequate provision made for the service of song? Does the school work at its improvement? What about the organ or the piano; are these first-class, and kept in first-class condition? The organist, or pianist, the leader, are these wide awake, and real lovers of music and of children? Is the superintendent keen to select the right hymns and eager to have the whole school join in their rendering? Do the teachers encourage their classes to take up the hymns heartily? What about an orchestra; is the talent that exists amongst the teachers and scholars utilized? These are questions to be asked and answered. It is worth a half-dozen evenings of the teachers' meeting to make the reckoning, and to provide for making up whatever lacks.

"This particular year is an especially promising time to make a start for better music. We have the new Book of Praise, which is greatly richer in hymns and music for the Sunday school than its predecessors. What a lift it would give to the music if even a dozen of the best new hymns wer picked out, and superintendent, teachers, organist, and leader should join their efforts to have them well learned this coming winter. It would be easier to keep up the attendance. The session of the school would go more smoothly. Its atmosphere would improve. Any work that it took in hand would go with more zip. The influence would overflow into the public worship and the home. Good music is a medicine for many ills, and it is pleasant to take."

From the foregoing article it is readily seen that the great realm of music in the Sunday school has scarcely been touched upon as yet. The suggestion as to the formation of an orchestra would put the music on a more substantial footing. Another notable innovation would be the raising of a children's choir to augment the general singing of the Sunday school.

PHONOGRAPHS IN SCHOOLS

Most stationery stores sell phonographs and records, and this branch of the business is bound to benefit by the introduction of talking machines in the public schools. As a writer in the Toronto Globe said: "It is only a matter of a short time until the phonograph becomes as well recognized as the blackboard or the bookshelf or the globe. This should be especially the case in the rural school, whose boys and girls are debarred from the music privileges of the city. But in every school the phonograph has its work to do. Who will prophesy as to how long it will take before every Canadian school worth the name will have its moving-picture machine, its phonograph, its bookshelves, its sewing machine, and its collection of pictures. These are phases of the socialization of education, which is the great phase of education with which we are now busy."

Before the School Board of Belleville, Ont., at its last session, a representative of one of the phonograph companies exhibited a phonograph suitable for playing educational records in the school and spoke of the importance of that means of education.

MUSIC TRADE NOTES

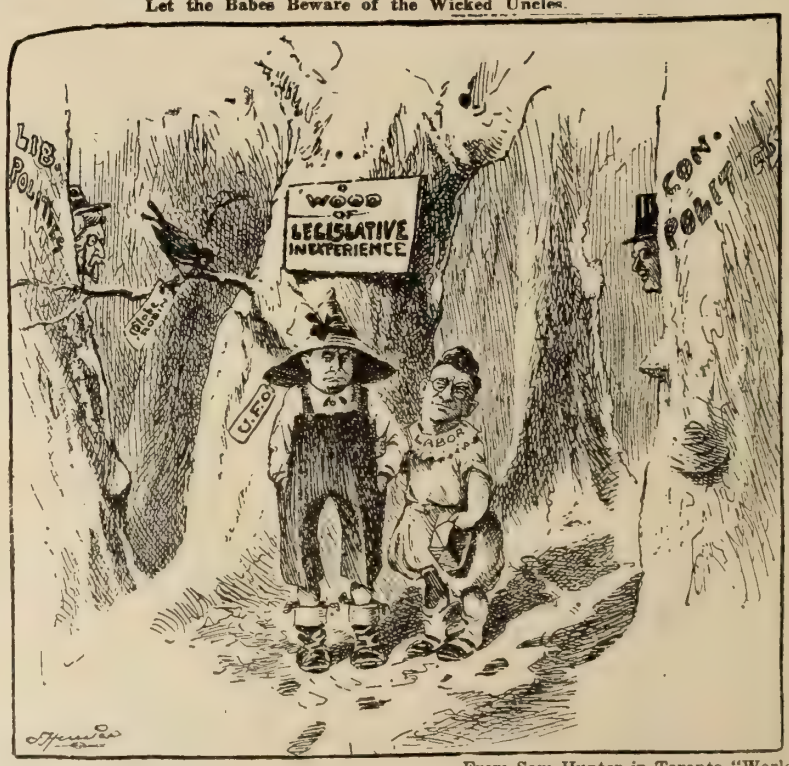
The growing importance of the Canadian sheet music trade is attracting more music publishing firms to establish themselves in Canada. The latest arrival is a branch in Toronto of a leading New York music publishing house, who, in an announcement, say:

"Our office in Toronto is equipped to give a quick service in the big song hits to the Canadian trade. This eliminates the customs nuisance, cuts down express charges, and saves the 4 or 5 per cent. exchange you are charged on Canadian money in New York. The big sellers are now being printed in Canada, keeping thousands of dollars in this country, some of which will find its way back to your tills. In addition to this, a professional staff of live wire 'song boosters' are featuring the new songs in the Canadian song centres. Back of this again is the international advertising in the big magazines."

On opening their mail one morning recently, Whaley, Royce & Co., Limited, found an order for a set of their "Imperial Edition" books from Yakusho Yeo, a teacher in the Tamsui Middle School, Tamsui, Formosa.

A Fijian hymn book is a novelty offered by a London publisher. It is written in the native tongue with simple music, based upon the tribal chants.

Let the Babes Beware of the Wicked Uncles.



From Sam Hunter in Toronto "World."

WELDON ROBERTS
RUBBER ERASERS

A fine eraser is a comfort and a staff; a poor one a broken reed. If you appreciate the business-building power of quality, you need WELDON ROBERTS' erasers always. World's quality standard. 88 styles.

WELDON ROBERTS RUBBER CO. NEWARK, N.J. U.S.A.

Greetings
for 1920

WE appreciate the good business we have received from our customers; we appreciate their loyalty and forbearance when our efforts to serve them promptly and efficiently have failed, through no lack of endeavor on our part.

Now, however, the plans for the expansion of our business, interrupted by the war, have been put into operation and we anticipate being better equipped to get out our orders with facility and make shipments with greater promptness than ever before.

To our Old Friends, we send our Good Wishes and Hearty Greetings for a New Year of Happiness and Prosperity. To our New Friends, we extend a Welcome and voice the hope that the years to come may prove happy and profitable ones for them.

A. W. Eaton
President

Eaton, Crane & Pike Company
Pittsfield, Massachusetts
225 Fifth Ave. New York, 100 So. Michigan Ave. Chicago
1024 Filbert St. Philadelphia 53 Franklin St. Boston
770 Mission St. San Francisco

Fine Inks *and* Adhesives
FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.
Branches: Chicago, London
271 Ninth St. BROOKLYN, N.Y.



LEADING BOXES

B-1—8 semi-moist pans 6 standard colors with sepia and charcoal gray.
B-1—Special—8 semi-moist pans, 6 standard colors with white and black.
A variety of other assortments kept in stock.

THERE ARE REASONS

for the largely increased sales of Bradley Water Color Boxes and Crayons for schools. The standard of quality has been maintained and prompt deliveries are always made.

For sale by the leading jobbers, or trade orders will be promptly filled by

The Geo. M. Hendry Co., Ltd.
215 Victoria Street, - Toronto

Sole Canadian Agents for Milton Bradley's Art, Primary and Kindergarten Materials.

Good Selling Specialties for the Stationery Trade
—A Guide for Buying and an Aid to Selling—
Dealers: Keep Your Eye on This Department for New Lines

RYCO TAPE MOISTENER

ADDS TO PROFITS



Retail price, $5 each. Wholesale price, $2.50 each. F.O.B. Bellows Falls, Vt. Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

WRITE FOR PRICES AND SAMPLES OF SEALING TAPES

J. F. Ryan & Co.
52 Vanderbilt Ave.
NEW YORK

GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

THE APEX TEN TONE NEEDLES

each playing 10 records.
Also
ordinary NEEDLES and SPEAR POINTS.

DELIVERIES of any quantities can be despatched immediately.

BROADWAY SMALLWARES CO.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND



Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

NEW GOODS
DESCRIBED AND ILLUSTRATED

PULL FASTENERS

A line of pull fasteners introduced by a Rochester, N.Y., concern, can be used the same as rubber bands, and come in all sizes and several widths, while special sizes can be made to order. The fasteners are placed around the package, and then, by means of pulling one end the fastener is tightened and ready for use. For loosening it is only necessary to pull the shorter end. Fasteners of this nature are in demand by lawyers, bankers, insurance agents, civil engineers, etc.

NEW MUCILAGE POT

T. H. W. Scattergood Co., 1722 Venango St., Philadelphia, Pa., are the manufacturers of the Scattergood mucilage pot, which has many points of value. The feature of the pot is that liquids are kept clean and fresh for months. The cover sets on tightly and yet can be made to order. The fasteners are placed around the brush, which also by the arrangement for the pot is kept free of any of the liquid getting on the handle. The base is especially large so that the danger of it being upset is very remote. The pot has an inner mouth which can be used for wiping the brush, while the surplus mucilage goes back into the reservoir.

Another valuable feature of the pot is the brush that the manufacturers provide with each bottle. Users of the common brush will vouch for the trouble that they usually give and the manufacturers claim for their brush that all this is done away with and that the brush will always remain in the same condition as at the time of purchase.

NEW DUPLICATOR

A Pittsburgh concern is marketing a duplicator for copying, reproducing, or printing, in any number, circular letters, maps, price lists, drawings, music or tracings for fancy work, etc. The originals may be prepared with pen, pencil or typewriter.

It is only necessary to make one original copy. That is then placed on the duplicator for one to five minutes, after which it is removed and a strong copy of it is left on the machine. It is

NEW QUICK SELLING GAMES

SALMON FISHING
AN ENTIRELY NEW FISHING GAME

DRIFT
A VERY INTERESTING GAME PLAYED WITHOUT DICE

NURSERY SERIES
4 KINDS, SOMETHING NEW FOR YOUNG CHILDREN

Catalogue on application to the manufacturers

GOODE BROS. (1919) LTD.
Airel Works
88-90 Clerkenwell Road
LONDON, E.C. 1
England

Why is the Peerless the Best Moistener?

$1.00

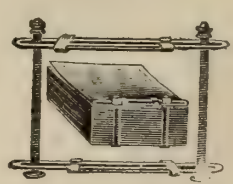
Ask any of the thousands of users and they will tell you it is the best on the market.

Simple—Useful—Economical

We also make a large moistener for large offices and shipping rooms at $2.75 each. Samples sent on approval.

PEERLESS MOISTENER CO.
826 S. Claremont Ave. CHICAGO

The F-B Loose Leaf Holder



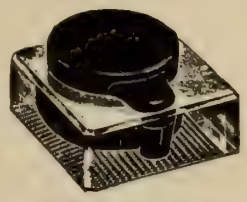
Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York

Good Selling Specialties for the Stationery Trade
—A Guide for Buying and an Aid to Selling—
Dealers: Keep Your Eye on This Department for New Lines

INKSTANDS OF ALL STYLES



Manufactured by

Frank A. Weeks Mfg. Co.

98 John St., NEW YORK CITY, N. Y.
Canadian Jobbers handle our lines.

WEBER ARTISTS' MATERIALS

TEMPERA COLORS
Tempera Canvases and Academy Boards
Students' Tempera Colors
Finely Prepared Artists' Oil and Water Colors
Pastels and Pastel Painting Materials
Fine Quality Brushes
Poster Show Card Colors
Air Brushes and Materials
Catalogue on Request



F. WEBER & CO.
Manufacturing Artists Colormen since 1854.
Factories and Main House: Philadelphia, Pa.
Branches: St. Louis, Mo.; Baltimore, Md.

The Self-Filling

WILLARD

FOUNTAIN PEN

Fully Guaranteed

Fitted with our Patented, Self-regulating "Automatic" Feed. Indestructible Reservoir Sac. 100% Ink Capacity. Full size 14 kt. Gold Pens, tipped with hardest Iridium.

Bought officially by the United States Government.

Send for Illustrated Catalog and Net Price List.



WILLARD PEN CO.
318-326 West 39th Street
New York, N.Y., U.S.A.

NEW SPECIALTIES

Among the latest productions of the Frank A. Weeks Mfg. Co., New York, is an inkstand, which in its formation has the appearance of a roll-top desk. They are made in either single or double reservoirs with black and red caps, presenting a most handsome appearance. Another new item is an extra large single well with a sliding cover of hard rubber.

—

A NEW COMPUTER

Numbering machines, adding machines and accessories, constitute an increasingly important profit-producing line for stationers. In adding machines new makes appear from time to time, and it is well for stationers to keep posted regarding all of these. It doesn't cost much to investigate and find out whether new machines put on the market can be successfully handled in any stationery store.

Probably the latest arrival in computing machines is the Ross Rapid Computer, an instrument for multiplication and division. It figures payroll, inventory, interest, compound interest, discounts, compound discounts, foreign exchange, extensions, mensuration, etc.

The instrument consists of scaled dials numbered 1 and 2, and an arm numbered 3. When any two numbers are set under arm 3, their product or quotient is shown by a large arrow marked "answer," while a small arrow marked "proof" shows the proof. Another turn of arm 3 multiplies or divides the first result by any other number desired.

It is 8 inches in diameter, is made of weather-and-wear proof celluloid; is durable, simple, compact and effective. This instrument is made and sold by the Computer Mfg. Co., 25 California St., San Francisco, Cal.

—

LISTS RECEIVED

From McClelland & Stewart comes a special list of the works of Hugh Walpole, which this firm is bringing out in a uniform edition.

Pugh Specialty Co.
LIMITED
38-42 Clifford Street, Toronto, Canada

Manufacturers and Manufacturers' Agents
We own or control 5 Factories

Our Lines

French Ivory.
Pennants, Cushions and Textile Novelties.
Supplies for Celebrations, Old Boys' Re-Unions, etc.
Tag Day Supplies.
Advertising Signs and Banners.
Purses, Wallets and School Bags.
Powder Puffs.
Souvenir Novelties.
Booklets, Post Cards, etc.
Toy Books.
If you don't get our Catalogue regularly, send us your name. It's well worth having.

DUO FASTENERS



Pat. Feb. 22, 1916

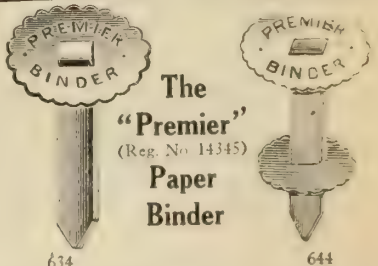
A New **BLACK BOX** Product

Lightest Weight—Most Economical of Prong Fasteners.

Made in two sizes for Standard punching:
No. 1—Prongs 1⅜ in. long
No. 2—Prongs 2⅜ in. long

Packed in a Black Box.

Cushman & Denison Mfg. Co.
NEW YORK



The "Premier" (Reg. No. 14345) Paper Binder

634 644

Made in lengths of 1/4" to 6".

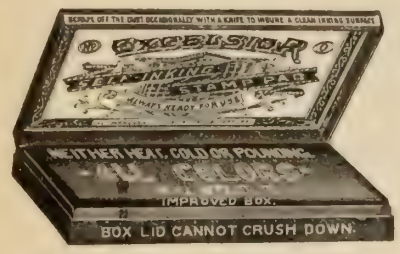
Sole Makers

TWIGG & BEESON
Ludgate Works, Birmingham England

Also makers of
Brass Paper Fasteners, Paper Clips, Drawing Pins, etc.

London Office: 27 Paternoster Square, E.C. 2.

RUBBER STAMPS, SEALS, STENCILS
Numbering Machines, Inks and Accessories
A WHERE-TO-BUY DIRECTORY



Known and sold wherever Rubber Stamps are used

B. G. Volger Mfg. Co., Inc.
Passaic, N.J., U.S.A.

Our Specialty:
STAMPING INKS OF ALL KINDS

SELLING SUGGESTIONS FOR RETAILERS
LATEST TRADE NEWS

BUSINESS THAT AWAITS YOU

There is a lot of business to be done by every stationer in stock rubber stamps and rubber stamps made to order. The trouble is that dealers are too prone to pass up this department by merely stocking a few rubber stamp printing outfits for boys, a few sign printing outfits, rubber stamp pads and stamping inks. In the case of pads and inks, the stationers are not lax. They nearly all carry a good range of these items, and sell them quite readily because people have come to know this and that they can be sure of getting what they want when they go to a stationery store for any of those items. The same impression should be abroad in the community as regards the stationery store in respect to other associated lines such as accessories for adding and computing machines, stencils, seals, brass checks, hand-embossing machines, and numerous other kindred goods.

These goods should not be hid under a bushel in the store, but should be prominently displayed and their use demonstrated.

This can be done both inside the store by means of showcase and counter displays, and in the show windows. Price cards and show cards should be liberally used. The line is a most interesting one and manufacturers will be found ready to co-operate with dealers who show a disposition to aggressively go after this business.

Use Catalogues

A good plan in selling rubber stamps is to make arrangements with one of the manufacturers to get a supply of catalogues, which leading firms in this line are in a position to supply to retailers with their imprint. Some of these catalogues are most comprehensive, featuring many associated items besides rubber stamps themselves.

Ticket Punches

Besides being used by street car conductors, milkmen, bakers, and in various factories, ticket punches are quite extensively used in card games. This is a line that should be stocked in every stationery store, but it would surprise you to know of the proportion of these stores where not a single punch is carried in stock! If you are one of these lax dealers, remedy this state of affairs without delay.

"The Guarantee of Quality"

FULTON
Self-Inking
Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing
Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

The spaces on this page are equivalent to
Double Buyers' Guide Spaces
THE RATE IS
$5.00 Per Month
on Yearly Contract
Single Insertion $7.00
A Good Live Page---High Value in Publicity at Minimum Cost.



Manufacturers of
Adding Machine Rolls
Die Wiping Paper
and
ALL CLASSES OF SMALL ROLLS
FOR AUTOMATIC REGISTERS
Paper Manufacturers Co.
Philadelphia Penna.

Space 2¼" x 1½"
$3 Per Month
On Yearly Contract

TICKET and CONDUCTOR PUNCHES
the best made
The Fred J. Meyer Mfg. Co.
HAMILTON, OHIO, U.S.A.



½ inch space
$1.25 per month
On Yearly Contract

BUYERS' MARKET GUIDE

Western Union Telegraphic Code

FIVE LETTER EDITION

380,000 Phrases

Reduces initial cost of cabling 50% and permits greater economy than other codes because of its superiority.

Price $30.00

Published by

International Cable Directory Co.

17 State Street, New York

Dealers who are interested in
SIGN WRITING SUPPLIES
CARD WRITING SUPPLIES
SCHOOL COLOUR BOXES
Write for our Wholesale Catalogue.
Mention this paper.

ARTISTS' SUPPLY CO.
77 York Street
TORONTO

Your advertisement here

will be read by

Booksellers and Stationers

throughout Canada.

ADDING MACHINE ROLLS
Paper Manufacturers Co., Inc., 526 Cherry St., Philadelphia.

ART SUPPLIES.
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.
Geo. M. Hendry Co., Limited, 215 Victoria St., Toronto.

BELTS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

BINDERS
Elbe File & Binder Co., 97 Reade St., N.Y. City.

BLACKBOARDS (Slate and Hyloplate)
Geo. M. Hendry & Co., 215 Victoria St., Toronto.

BILL FOLDS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

BLANK BOOKS.
Boorum & Pease Co., Brooklyn, N.Y.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Dominion Blank Book Co., Berthierville, Que.
National Blank Book Co., Holyoke, Mass.
The Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.

BLOTTING PAPERS.
Eaton-Dikeman Co., Lee, Mass.
Menzies & Co., Limited, Toronto.

CASH REGISTER ROLLS.
Paper Manufacturers Co., Inc., 526 Cherry St., Philadelphia.

CELLULOID GOODS
E. Davis & Co., Drummond Bldg., Montreal.
Pugh Specialty Co., 38 Clifford St., Toronto.

CODE BOOKS.
The American Code Co., 83 Nassau St., New York.
Internatianal Cable Directory, 17 State St., New York, N.Y.

CRAYONS.
Binney & Smith, New York.
A. R. MacDougall & Co., 468 King St. W., Toronto.

DIE WIPING PAPER
Paper Manufacturers Co., Inc., 526 Cherry St., Philadelphia.

EYELETTING MACHINES AND EYELETS
Elbe File and Binder Co., New York, N.Y.
Menzies & Co., Limited, Toronto.
Rivet-O Mfg. Co., Orange, Mass.

ENVELOPES.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Menzies & Co., Limited, Toronto.
Warwick Bros. & Rutter, Toronto.

ERASERS.
Menzies & Co., Limited, Toronto.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES.
Dennison Mfg. Co., Boston.
Menzies & Co., Limited, Toronto.

FILES
Elbe File & Binder Co., 97 Reade St., N.Y. City.

FOUNTAIN PENS.
Modern Pen Co., New York.
Mabie, Todd & Co., 473 College Ct., Toronto.
A. R. MacDougall & Co., 468 King St. W., Toronto.
L. E. Waterman Co., Montreal, Que.

INKS, MUCILAGE AND GUMS.
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Limited, Montreal, Toronto, Winnipeg.
Reliance Ink Co., Winnipeg, Man.
Royal Ink Co., 53 Yonge St., Toronto.
S. S. Stafford Co., Toronto.
"Glucine," Menzies & Co., Limited, 439 King St. W., Toronto.

INDELIBLE INK.
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS.
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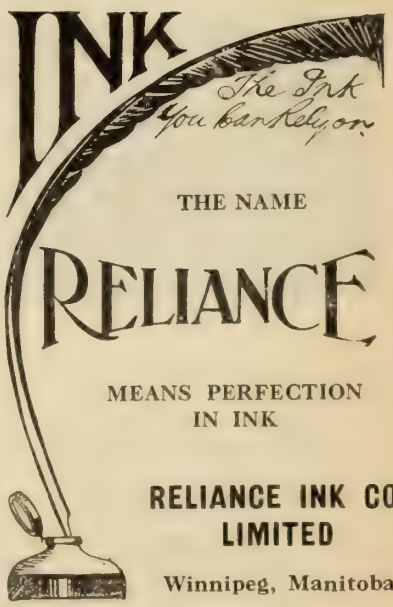
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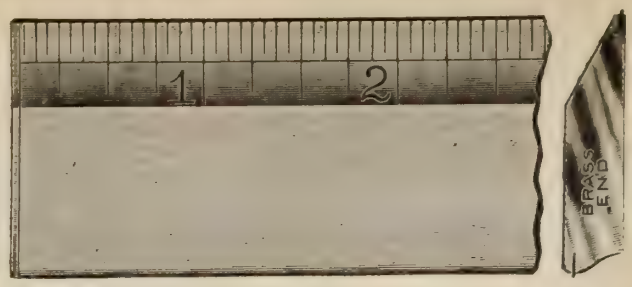
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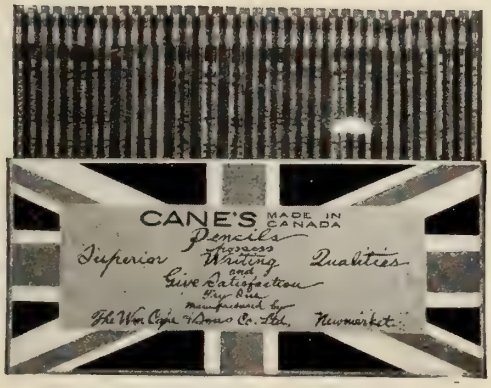


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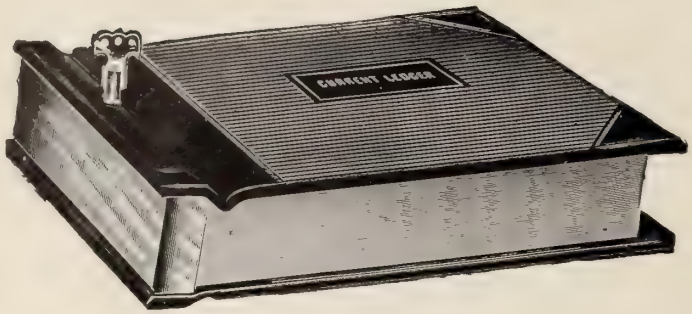
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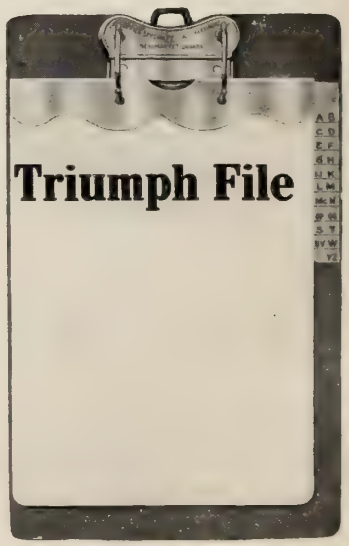
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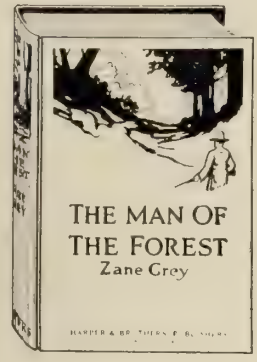
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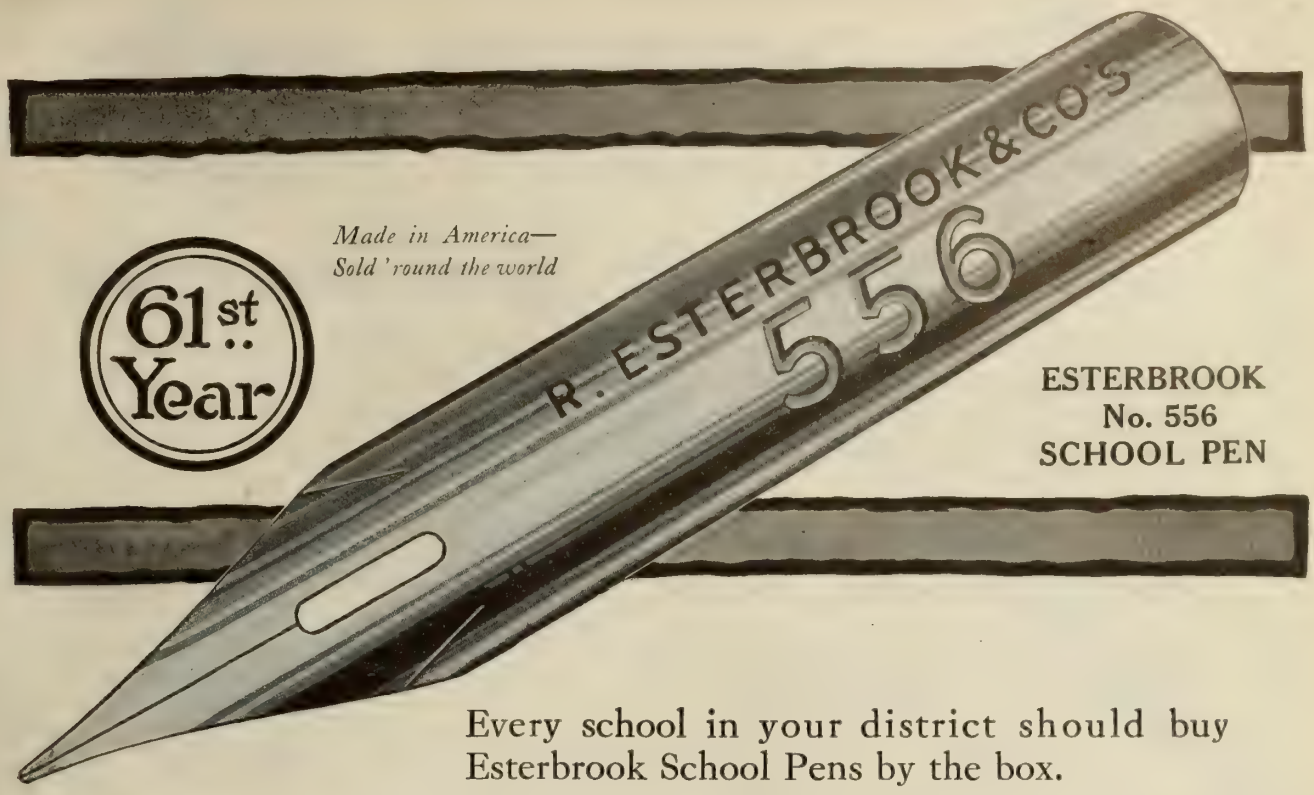
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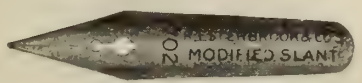
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This premier line of Christmas Greeting Cards and various kindred items for stationery shops is again available to the Canadian trade. There are immense varieties in these outstanding series:

HERALDIC **LOCALIZED** **DOMINION**

Also a large variety of Celluloid and Embossed Cards with Christmas, New Year or Birthday Greetings.

HOLMAN BIBLES

Durable Flexible Bindings

THE BEST EDITIONS OF THE WORLD'S BEST BOOK

HOLMAN BIBLES

Will not Break in the Back

This space is too restricted to describe more than one item in the big line of **Holman Bibles,** but reference to one indicates what an attractive proposition for booksellers is afforded by the Holman line.

Clear Type	No. 215 SUNDAY SCHOOL SCHOLARS' BIBLE	12mo.

This Bible has absolutely no competitor in the world.

¶ Thirty-two photo-views of scenes in Bible Lands.

¶ Four thousand questions and answers as helps to Bible study.

¶ Continuous chapter numbering—corner indexing.

¶ French Morocco, headbands and marker, round corners, red under gold edges, $3.75

No. 215 R.L. has sayings of Christ **printed in red,** otherwise same as No. 215, $3.95

Thumb index on either 60c extra.

BIBLE ORDERS CAN BE FILLED PROMPTLY.

A. R. MacDougall & Co., Ltd.

Representatives for Canada and Newfoundland

468 King Street West, TORONTO

UNMISTAKABLY clear comes the call to us and to you in the demand for Dixon's ELDORADO, the master drawing pencil.

Its volume, its increasing volume, makes unprecedented demands on your stock.

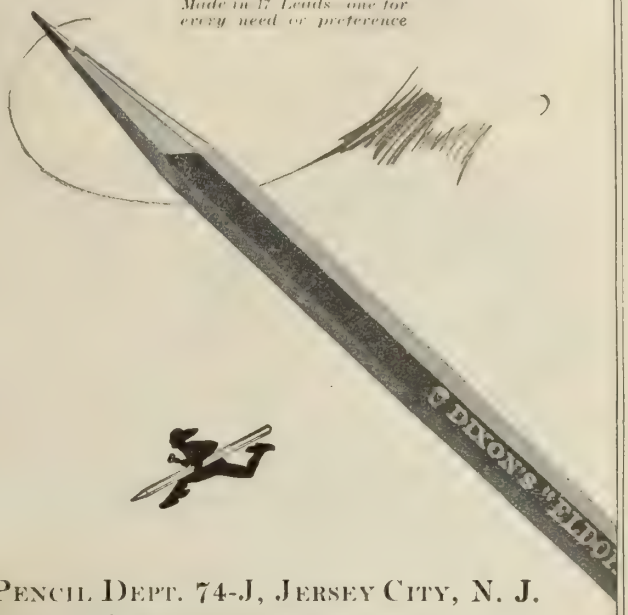
This is the pencil the trade is really glad to sell.

It speaks well for the judgment of the salesman who recommends it. And for the house that sells it.

We take pride in its manufacture

DIXON'S
ELDORADO
"the master drawing pencil"

Made in 17 Leads—one for every need or preference



JOSEPH DIXON CRUCIBLE CO., PENCIL DEPT. 74-J, JERSEY CITY, N. J.
Canadian Distributors:—A. R. MacDougall & Co., Ltd., Toronto

STANDARD CRAYONS



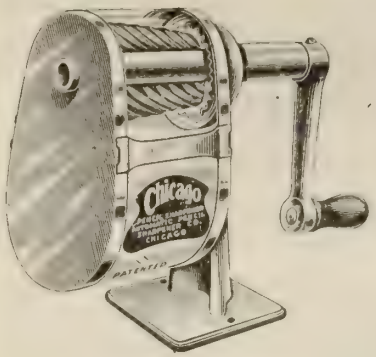
Increasing Sales Indicate Satisfied Buyers





Get Samples and Prices for next School Tender

A. R. MacDougall & Co., Ltd. *Representatives for Canada and Newfoundland*
468 King Street West :: Toronto



The Chicago Pencil Sharpener

is a low priced machine of indisputed value. It has twin milling cutters of tool steel. This model sharpens standard size pencils only and is fitted with stop which causes cutting to cease when point is produced, thus avoiding waste.



The Chicago Giant

is the same as the Chicago model except it is equipped with a device which by raising or lowering permits of sharpening **all sizes of pencils** and crayons.



The Dexter Pencil Sharpener

is the best hand feed pencil sharpener that can be produced regardless of cost. **Will sharpen all pencils** and is equipped with point adjuster which enables the user to produce any desired point from blunt to fine.

Every stationer and every salesman should thoroughly familiarize himself with these goods. Perfect knowledge and understanding of any article greatly aids its sale.



Recognized the world over as the standard. Automatically seals tight yet always ready for the pen. No spurting or spattering. Natural dip of the pen gives always just the right amount of ink. Prevents evaporation and insures fresh ink to last drop. Economical. Efficient.



An efficient and sanitary device for moistening gummed labels, stamps, envelope flaps, etc. Made of glazed porcelain, with nickel-plated bearings, which are noiseless and allow free revolution of cylinder, thus insuring plenty of moisture. Nothing to wear out, gum up or break.

Use Sengbusch advertising imprinted with your name. It's supplied without charge.

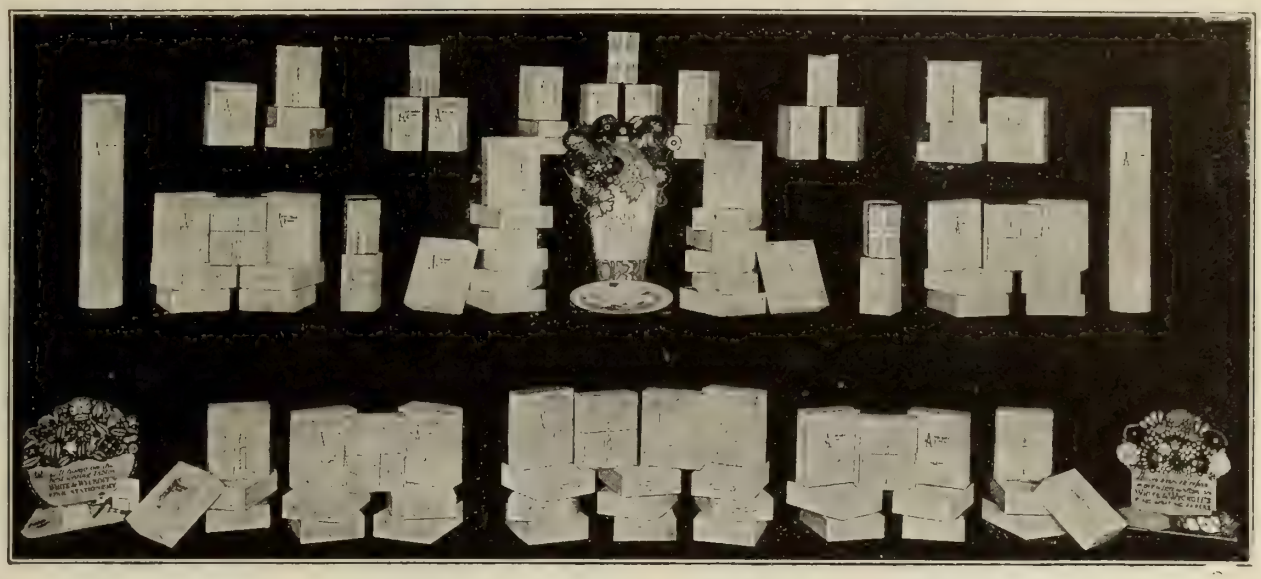
A. R. MacDougall & Co., Ltd. *Representatives for Canada and Newfoundland*
468 King Street West :: Toronto

Do You Know About Autocrat Stationery?

Have you received the special Introductory Offer

on our

Quick-Selling Assortment No. 730 of Autocrat Linen



AS a means of quick demonstration, without fear of loss to the buyer who first must be shown, we have prepared a special 144-box assortment which will afford dealers a handsome profit, no matter where they may be located.

It contains the pick of the latest styles and sizes, white and tints, of this popular selling line—120 one-quire boxes of writing paper and envelopes; 24 boxes of correspondence cards and envelopes. Each box has been selected to meet a popular demand and to produce maximum profit for dealers as well as the highest degree of satisfaction and service to dealers and their customers.

Send to-day for descriptive matter and prices of this assortment. Order one; see how quickly the boxes will sell. They'll suit the most discriminating buyer.

The Mark of Master Makers

WHITE & WYCKOFF MFG. COMPANY

Factory and Executive Offices

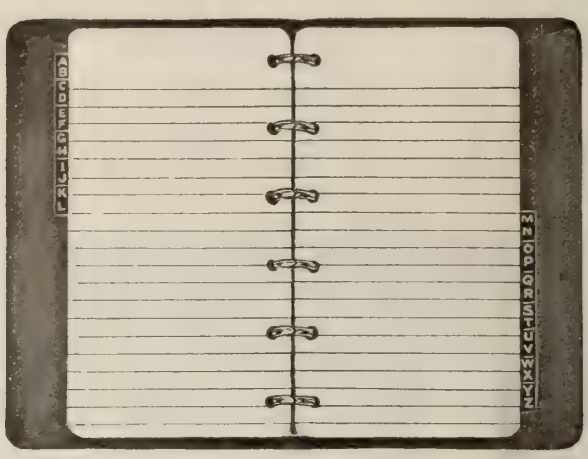
Holyoke, Massachusetts, U.S.A.

A. R. MACDOUGALL & CO., LTD.

Canadian Distributors exclusive of the Maritime Provinces and Newfoundland

468 King Street West -:- Toronto, Canada

BREAD AND BUTTER



Don't overlook your "Bread and Butter Trade." Keep your stock of Memos and Ring Books in good condition.

BE PREPARED

to fill all orders. And please remember that it is extremely difficult to make immediate deliveries under the existing manufacturing conditions.

You will be serving your own best interests, as well as ours, by ordering well in advance.

MEMOS

Style AR—Flexible Black Morocco Leather.
Style CR—Flexible Black Morocco Sterluck.

RING BOOKS

Style ER—Flexible Black Levant Cowhide.
Style GR—Flexible Black Levant Sterluck.
Style HR—Flexible Black Solid Leather.
Style JR—Full Stiff Slate Blue Canvas.
Style MR—Full Stiff Black Sterluck.

Sterluck is the very best "Made" Leather on the market.

MADE IN CANADA — NO DUTY — NO EXCHANGE

LUCKETT LOOSE LEAF, LIMITED

LUCKETT'S STERLING LINE — TORONTO — LUCKETT'S STERLING LINE

The Largest Selling Quality Pencil in the World



VENUS PENCILS

17 Black Degrees and 3 Copying

We KNOW that there is no better pencil than the VENUS in the whole world; none in which the grading of the various degrees is more exact; none which approaches so closely, as does the VENUS, absolute **pencil perfection.**

You can assure your customers unqualifiedly that VENUS Pencils are the very BEST they can buy.

American Lead Pencil Co.
220 Fifth Ave., New York,
and London, Eng.

Makers of a complete line of Pencils, Penholders, Rubber Bands Erasers, Etc.



You Can Help!

Your interest and support have been essential to the successful placing of Gold Crayons upon the market since they were introduced some years ago.

We appreciate your goodwill and will continue to put forth effort to justify your confidence.

During the past few months unusual conditions both in labor and material have made it difficult for us to keep dealers fully supplied. May we ask you as friends and customers to place your orders with dealers for an advance supply, so that we can anticipate the dealers' requirements. If you will do this you will be assured of better service.

GOLD MEDAL CRAYONS FOR EVERY USE

Binney & Smith Co.

81-83 Fulton St., NEW YORK.

Paper Fasteners and Punches

We illustrate leading styles, which are recognized as the most practicable types of office devices. They save labor and do good work.



The Ajax Eyelet Fastener

The new automatic eyeletting device which binds paper, cloth or leather, and has a thousand time-saving uses in office and factory.

AJAX EYELETS Actual Sizes



#1 #2 #3

Packed in Boxes of 500.

With one stroke of the lever, the Ajax punches the hole, inserts and clinches the eyelet. The Ajax Fastener takes the three sizes of Ajax rust-proof eyelets shown without any adjustment.

Remember, Mr. Dealer, every machine sold creates constant demand for Ajax Eyelets.

The Samson Eyelet Tool

For binding all correspondence, legal documents, etc. It punches a clean, accurate hole and clinches the eyelet perfectly.



Special Samson Advantages

The patented spring collet prevents the eyelet slipping out of position. The gauge fixes the margin exactly as desired. Use Samson Zinc Eyelets for Samson Eyelet Tools. Rust-proof, made especially for the Samson eyelet tool—packed 500 to box (ten boxes to carton). Two sizes—long and short. Samson Eyelet, with the Samson Eyelet Tool, assure best results—but any stock eyelet can be used.

Write for Catalogue.

No. 1 Samson Hand Punch

Will take interchangeable punches and dies in sizes from 1/16 in. to ¼ in. diameter. Furnished with 3/16 punch and die unless otherwise specified.



Useful in Any Office

The No. 1 Samson Hand Punch is made of drop forged steel, attractively nickel-plated.



Throat, 1⅜ in. deep. Opening between dies, ¼ inch. Will punch sheet iron and soft steel up to 20 gauge, and paper, cardboard, leather, etc., up to ⅜ inch in thickness.

MACHINE APPLIANCE CORPORATION, 351 JAY STREET, BROOKLYN, N.Y.

Canadian Representatives: JEFFAY BROS. COMPANY, 71 St. James St., Montreal, Que.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

"WORK-ORGANIZER REALLY PULLS"

"The WORK-ORGANIZER is one of the best pulling articles we can put in our window display, as it is something that really pulls, and the general public appreciates it for the systematic way of doing work for them."

That is the experience of Marshall-Jackson Co., the big Chicago office-supply house, and it will be your experience as well if you—

KEEP WORK-ORGANIZERS IN SIGHT

You just can't keep them if your customers know you have them. All desk-workers need them; executives are glad to buy them, they are so practical and valuable. Repeat great; margin is liberal.

SUPPLY YOUR TRADE

Don't let your big customers send out of town for these—let them know YOU have them.



No. 332, 10 pkts., $5.25; No. 330, 6 pkts., $3.75. Letter size black seal grain, Fabrikoid cover. All flat, open in front, your own subject labels.

In Drawer No. 734, handsome paper, 15 pkts., $2.25; No. 732, 10 pkts., $1.90; No. 730, 6 pkts., $1.50. Letter size. Ten other styles.

Just a Few of the Thousands of Big Users

American Multigraph Sales.
Du Pont Powder Co.
Burroughs Adding Machine.
Northwestern University.
R. Heminway & Sons Silk Co.
U.S. Rubber Co.

Work-Organizer Specialties Co.

87 JEFFERSON AVE., DETROIT, MICH.

Popular Fiction
by
Popular Writers
at a
Popular Price

1/6 **Strong cloth covers Clear Type printed on Good Paper** **1/6 Net**

By post 1/9 **By post 1/9**

Bawbee Jock - - Amy McLaren	Secrets of Monte Carlo, William Le Queux
A Girl of the People - L. T. Meade	Love and a Cottage - Keble Howard
The Red Grange - Mrs. Molesworth	The Nun - - - Rene Bazin
A Joy For Ever - John Ruskin	"813" - - Maurice Le Blanc
Two Paths - - John Ruskin	The Night of Secrets - Sidney Warwick
Unto This Last - - John Ruskin	Young Couples - R. S. Warren Bell
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2/- **Good quality cloth covers Plain readable type on fine opaque paper** **2/-**

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St. Martin's Summer - Rafael Sabatini	Vaiti of the Islands, Beatrice Grimshaw
Tavern Knight - Rafael Sabatini	Up the Road With Sallie - - - - Frances R. Sterrett
Bardelys the Magnificent, Rafael Sabatini	Bealby - - - - H. G. Wells
Captain Warren's Wards, J. C. Lincoln	Captains All - - W. W. Jacobs
Tares - - E. Temple Thurston	Yellow Dove - - George Gibbs
Five-barred Gate - E. Temple Thurston	Adrien Leroy - Charles Garvice
Verdict of the Heart - Charles Garvice	Colonel's Experiment - E. B. Delane
Middle Strip - - - J. J. Bell	Kent Knowles - Joseph C. Lincoln
His Guardian Angel - Charles Garvice	Danger Mark - R. W. Chambers
Fate - - - Charles Garvice	At Sunwich Port - W. W. Jacobs
Forbidden Way - George Gibbs	
Drums of War - H. de Vere Stacpoole	
Pixy in Petticoats - John Trevena	

Special prompt attention is given to orders, whether for single copies or a supply.

London: GEORGE NEWNES, LTD., 8-11 Southampton St., W.C. 2

A Bigger Playing Card Year than even we expected!

WHEN announcing our 1919-1920 advertising campaign to the trade last fall, we made the claim that this was going to be the strongest, most interesting and most helpful campaign we ever put on.

We based this opinion on the fact that we intended to use bigger space in better publications, and also on the fact that we believed the advertisements themselves were better — that they would attract more attention and produce better results — than any we had ever used.

Now that several of the advertisements have appeared, we are able to check up our judgment with actual figures. And we find that the results are exceeding even our most optimistic hopes.

Take the first advertisement, for instance. Even before it had appeared in all the scheduled publications, this advertisement caused more people to send for "The Official Rules of Card Games" than any single advertisement we have ever used. It pulled almost one-third the total number of inquiries received from our entire campaign of last year. And all the other advertisements are meeting with equally satisfactory results.

This response to our advertising means much more to dealers than that our advertising is good and the mediums right. It means that the public is interested in card playing NOW more than ever — that more people are playing cards, and playing oftener — and, more important, that they are buying more playing cards — MORE BICYCLE PLAYING CARDS.

It's up to YOU to cash in on this condition — to see that your stocks of Bicycle and Congress Playing Cards are complete, and to influence the people of your territory to buy their playing cards from YOU. Our window display and counter cards will help you. Write us for them.

Advertisement No. 5

This is the fifth advertisement of the big series now appearing in such national publications as The Saturday Evening Post, Literary Digest, American, Red Book, Collier's Weekly and McClure's It will be seen and read by over twenty million people—by a majority of the best people in your territory. Better makes ure now that your stocks of Bicycle and Congress Playing Cards are complete Then start pushing them You'll be surprised how many you can sell with just a little effort and cooperation.

The U. S. Playing Card Co.

Dept. 4 Cincinnati, O., and Windsor, Can.



3 Gloom Chasers for Your Family Circle

"The Official Rules of Card Games"

—a 250-page Card Playing Encyclopedia

EVERYBODY who plays cards—as well as those who cannot play but would like to learn—will find the latest edition of "The Official Rules of Card Games" a complete card playing reference and instruction book. It contains the rules for over 300 different games—written in such a clear, easy-to-understand style that even a person who has never played cards before can quickly learn to play any game by simply reading the rules. It also contains many suggestions on good and bad points of play which will enable confirmed card players to materially improve their skill in any game. Every person who plays cards needs this valuable book. We will send it postpaid for only 20 cents—the actual cost of printing and mailing. Use the coupon below—or simply write your name and address on a sheet of paper and mail it to us with ten two-cent stamps.

BICYCLE PLAYING CARDS

—are too well known by card players everywhere to need any extended description. Their air-cushion finish, which prevents gumming and sticking, their large, easily-read indexes; and their superior quality, which makes them unusually durable and long-lasting—have made them the world's standard for all general play.

"Revelation"—the New Fortune Telling Cards

There is no end to the fun that can be had with these marvelous fortune telling cards. Whether you are alone, with the members of your household, or entertaining guests—these cards will provide spirited amusement that will make you forget the time, weather and, everything else. Their weirdly accurate prophecies of the future will hold your interest as nothing else has ever succeeded in doing. Send for a pack today. One color back in tuck case, 50 cents per deck; colored back design, gold edges, in telescope case, 70 cents.

Be sure to send for the book, "The Official Rules of Card Games" TODAY. 250 pages—300 games. Only twenty cents.

THE U. S. PLAYING CARD COMPANY
Dept
Cincinnati, Ohio. U. S. A. or Windsor, Canada

Also manufacturers of Congress Playing Cards, the art back gold edge deck for parties, prizes, gifts, etc.

Dept. 4

The U. S. Playing Card Co.
Cincinnati, Ohio, U.S.A.
or Windsor, Canada

Please send postpaid the new "Official Rules of Card Games" I enclose 20c.

Name .....

Address .....

NOA NOA By Paul Gauguin

Translated by O. F. Theis.

The great French painter's own story of his flight from civilization and his life among the natives of Tahiti in the South Seas.

With ten reproductions from paintings of Gauguin, in *half-tone.*

Attractively bound in Moretto Boards.. Net $2.00.

First edition exhausted in three weeks. Second large printing just received from the bindery. *Third edition in preparation.*

NICHOLAS L. BROWN, *Publisher*
80 LEXINGTON AVENUE NEW YORK

Empire

We are open to appoint agencies in live towns where not represented.

This offers a first-class proposition for Office Specialty Distributors.

For full particulars apply

THE EMPIRE TYPEWRITER
126 St. Peter St., MONTREAL

100% PROFIT

is now being made by a considerable number of

Booksellers and Stationers

handling my lines of

Phonograph Accessories and Supplies

Write to-day for a copy of my latest catalogue, and get your name on my mailing list.

H. A. BEMISTER

10 VICTORIA ST., MONTREAL, QUE.

CARTER INX PRODUCTS

Give the Best Value

There is but one sound method in handling the persistent competition in the Ribbon and Carbon field—and that is to make sure you are giving the best value possible. When you once sell a customer you want to feel reasonably certain that his satisfaction with the goods will bring him back for more.

To be absolutely on the safe side, sell Carter Typewriter Ribbons and Carbon Papers. They will never disappoint you because they never disappoint the customer. Moreover, the Carter co-operative policy offers many advantages. Let us tell you about it.

THE CARTER'S INK COMPANY

Mount Royal Ave. and Drolet St.
MONTREAL, QUEBEC



Crane's Linen Lawn

Always popular with people who want the best writing paper.

Be sure to carry this profitable line.

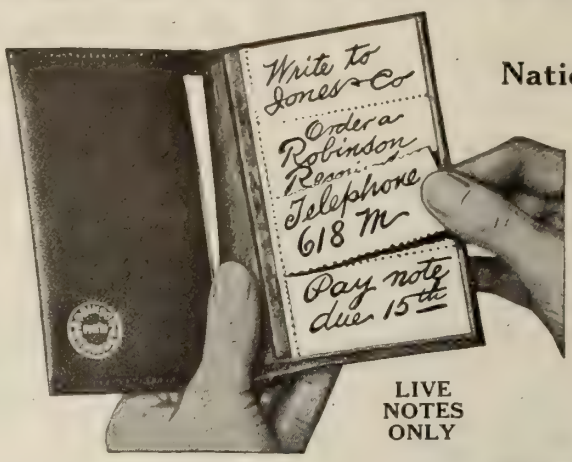
Eaton, Crane & Pike Co.

New York Pittsfield, Mass.

ROBINSON REMINDER

Tear Out When Attended to

Each memo separate; when attended to, it is torn out. This leaves everything ready for instant reference and removes the last excuse for forgetting. Has handy pocket in cover. Made in three sizes; all leathers.



LIVE NOTES ONLY

Nationally Advertised In

LITERARY DIGEST
American System
MacLean's
Metropolitan
McClure's

And Elsewhere

A Million Sold And Business Just Getting Under Way!

Demand on dealers gets stronger every day. There is no limit to the sales possibilities. Dealers say they've never seen anything like it. Every man and woman who has anything to remember is an almost certain prospect, sooner or later. Write for our dealer's proposition and discounts.

Dealers Write

RETAIL PRICES:

With each Reminder is an extra filler
Size B 3 in. x 5 in. Size A 3 1-2 in. x 7 in.

Handsome Black Leather	$1.25	- -	$2.00
In Cross Grain (aast. colors)	1.75	- -	2.75
In India Calf	2.50	- -	3.50
In Cowhide	2.75	- -	3.75
In Genuine Morocco	3.50	- -	4.00
In Imitation Leather	.75	- -	1.00
In Cloth (without extra filler)	.25	- -	.50

Ladies' Shopping Reminder, Size L, 2 3-4 in. x 3 3-4 in., with pencil and extra filler, $1.50; in patent leather, $1.75; in Genuine Morocco, $2.25.

EXTRA FILLERS
Per dozen: Size B, 75c. Size A, $1.00. Size L, 75c
Name in gold leaf on cover—25c extra
These prices subject to change without notice.

ROBINSON MFG. CO., 74 Elm Street, WESTFIELD, MASS., U.S.A.

The AIGNER Way
Saves Half the Time

Aigner's Patent Cut Index Tabs come in strips or gangs already cut, leaving the tabs in one strip with a 1-16 attachment on rear edge. One-half turn separates the tabs—no mixing of tabs, as they come in alphabetical order; the next letter is always at the top of the strip. Tabs are linen lined on inside, gummed and ready for use.
Stationers and manufacturers come to us for

Index Tabs of all kinds
Index Shields for reinforcing
Name, Law and Number Labels for Law Work
Gold Stamping and Embossing
Special Die Cutting
Cloth for reinforcing Index Sheets
Index Sheets with Tabs attached to Sheets

Write for information and catalogue. It's free.

G. J. Aigner & Company
Sole Manufacturers of Patent Cut Index Tabs
Dept. C, 554 Adams St. Chicago, Ill., U.S.A.

Don't Lick Stamps or Envelopes



MOISTEN THEM with the ARGUS MOISTENER

Always ready for use. Sanitary. Moistens flap or stamp neatly, quickly—in series or singly. Beautifully nickel-plated, highly desirable for **OFFICE OR HOME**

Useful gift. Will be keenly appreciated by social letter writer or office employee.

PRICE, PREPAID **$1.50** Ask your stationer or send us $1.50. Our guarantee with every one. Money refunded if not satisfied.

ARGUS MFG. CO., 402-6 N. Paulina St., Dept. 16C **CHICAGO**

BUXTON
KEY KASE

advertised in
LITERARY DIGEST, AMERICAN, MACLEAN'S, SYSTEM, LESLIE'S
and thru other effective channels.



Flat, smooth, neat—fits vest or hip pocket or ladies' handbag without bulging. Saves clothes. Keys easy on, easy off, easy to locate even in the dark. Each hook holds two.

A RED HOT SELLER!
Whoever Carries Keys Needs a Key Kase

and our advertising, reaching hundreds of thousands of men and women prospects, sends them to your store.

Retail Prices

Genuine Cowhide

4 Hooks	35c
6 Hooks	50c
8 Hooks	75c

Real Pig Skin

4 Hooks	$ .50
6 Hooks	..
8 Hooks	1.00

Goat Morocco Lined

4 Hooks	.75
6 Hooks	1.00
8 Hooks	1.25

35c to $2.50 Ret.

Write for Dealer Offer

L. A. W. NOVELTY CO.
Dept. K, Springfield, Mass., U.S.A.

COUTTS GREETING CARDS

FOR 1920, the Coutts line of Greeting Cards is larger and more complete than ever. A charming variety of designs and clever sentiments for every occasion to choose from.

Our Salesmen have met with a wonderful reception this year, and though our prices are not higher than in 1919, they can only be guaranteed until April 1st, 1920.

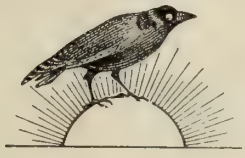
See our Samples NOW and order your full quantity for the Season.

"MADE IN CANADA" — NO DUTY — NO EXCHANGE — PROMPT DELIVERY

WILLIAM E. COUTTS
145-149 Adelaide Street West
TORONTO, CANADA

COUTTS GREETING CARDS MADE IN CANADA

1920 **1920**



This is "Dawson" Year for Blank Books
100 % Quality

Account Books
Journals
Day Books
Columnar Books

Stenographers' Note Books

Ledgers
Cash Books
Records
Figuring Books

ADDRESS DEPT. A FOR COPY OF LOOSE LEAF PRICE LIST

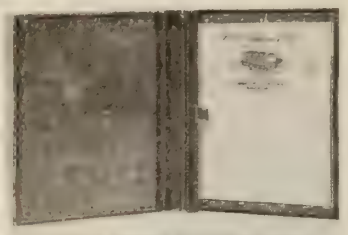
W. V. Dawson, Limited.
MONTREAL

ADDRESS DEPT. A FOR COPY OF LOOSE LEAF CATALOGUE

This illustrates our new

"ROTAX" LOOSE-BACK BINDER

which makes Fillings without Perforation an easy matter.



W. H. HILTON & CO.

"Verotax" Works, **ROCHDALE, England**

MAKERS OF OVER 80 DIFFERENT PATTERNS OF

LETTER FILES

for progressive and up-to-date Stationers who should carry a stock of these Ready-Selling and Money-Making Lines.



This illustrates our

"REGENT" LEVER ARCH FILE

which packs flat for export purposes

We shall be pleased to mail you prices and particulars.

William Sinclair & Sons

(Stationers) Limited

Makers of

Account and
Memorandum Books
Pocket Books
Writing Pads
School Stationery

Main Office and Factory:

ALBERT WORKS

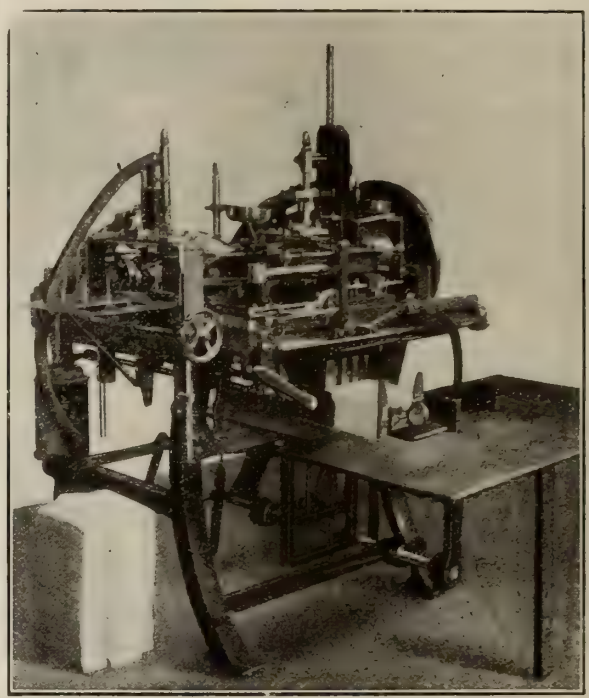
Otley, Yorks, England

LONDON:—22, Ivy Lane, Paternoster Row, E.C. 4

THE CARMIC

AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT.



ADVANTAGES OF THE CARMIC:

1. Any size Envelope or Bag can be folded upon the **"Carmic,"** within the specified range of each Machine which is practically unlimited.
2. The change from one size to another being carried out in about one hour. No additional boxes needed. Same box used for all sizes.
3. All classes of paper can be folded.
4. Output of Machines from 28,000 to 32,000 per day.
5. Does not require special skill to operate.
6. Very little motive power is needed to drive Machine.
7. Best material and workmanship throughout.
8. Space required for machine and operator, 7 ft. x 5 ft.
9. Machines supplied ready for working.

Prices and Particulars to be obtained from

Peter Carmichael & Co., Ltd.

303, SOUTHAMPTON STREET,
CAMBERWELL, LONDON, S. E. 5, ENG.

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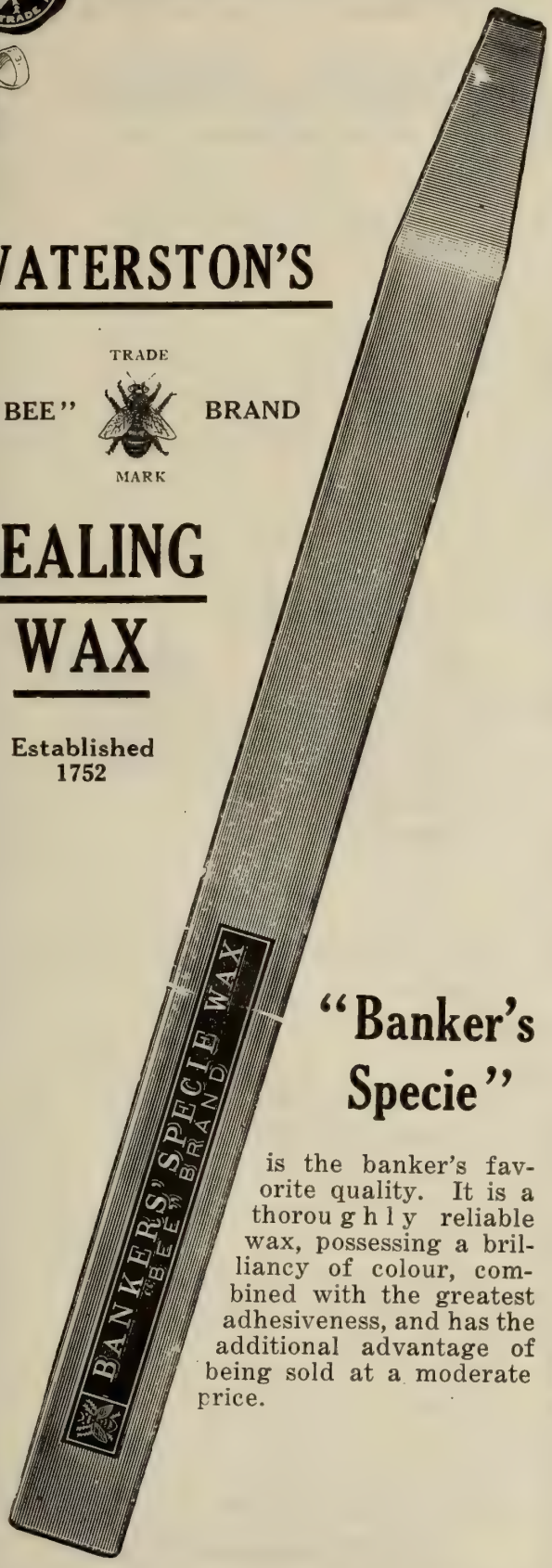
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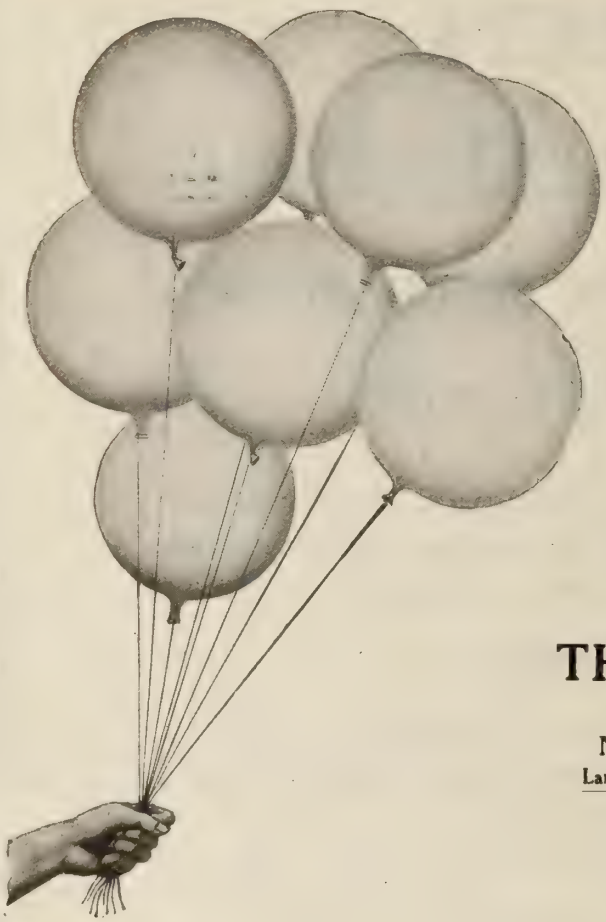
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NEW VOLUMES

44. Breaking the Record (Ready).
45. The Smasher (Ready).
46. A Northern Crack (Feb.)
47. The Rider in Khaki (April).
48. Won on the Post (June).

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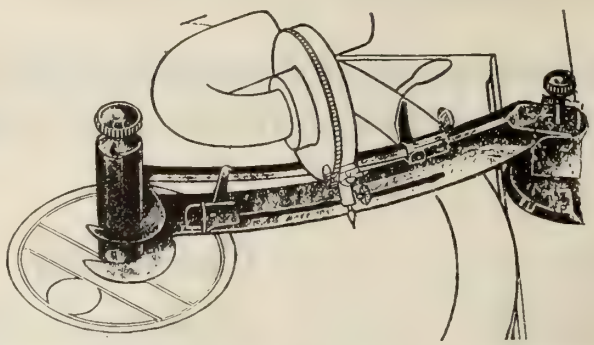
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EDITORIAL COMMENT

PERSONALITY

A TRAVELER for one of the Toronto wholesale houses in the course of a conversation with us on the subject of the different methods booksellers and stationers have of conducting their stores laid stress on the good promotional work accomplished by one merchant by the simple policy of making it a point to speak to every man, woman or child among the customers entering his store.

He may be waiting on another customer at the time, but he will say, "Excuse me a moment," while he gives the newcomer a word of greeting and sees that a clerk looks after his wants. This merchant has developed the habit of doing this in what one might call the twinkling of an eye, so that, while the little diversion can hardly offend the first customer, it has inevitably a certain flattering effect upon the second. Frequently, even when he himself is not busy, the merchant will, after the first word or two of greeting, turn the customer to a clerk. He does this purposely. "I believe in giving my clerks work to do," he says. "In some stores there is never a clerk will move unless the proprietor is busy. No—I don't think it's laziness, in most cases, but natural deference to what the clerk, rightly or wrongly, considers superior salesmanship; allowing such a practice isn't giving a clerk a fair chance to make good. Furthermore, it is educating a lot of customers to ask for the proprietor, and refuse to be waited upon by anyone else. When I call a clerk to wait upon a customer I show my confidence in that clerk. I think it is good business."

THE SPIRIT OF HARMONY

IN cities and towns where there are local branches of the Retail Merchants' Association much good may be done by the members of different retail trades in working together in harmony and for the general betterment of the retail business of the community. If there is no branch, a retail section of the Board of Trade or Chamber of Commerce, if not already in existence, should be formed, and book and stationery merchants should be in the forefront of all movements such as this because they are probably as great sufferers as any in having to contend with out-of-town competition, and right in this connection it may be said that merchants in other lines are too prone to buy their stationery supplies from wholesale houses, but would resent the action of the bookseller were he to buy his clothing, his groceries or his shoes from wholesale houses. A spirit of co-operation would largely do away with all such conditions, because by acting together each would appreciate the other's problems, and in working together for common welfare such individual misdemeanors would disappear.

If the mail order house is found to be encroaching upon the merchants' trade, much more can be accomplished by combined action than by each merchant, single-handed. In such a case as this, the merchants in the town should decide to do all their trading in their own town, purchasing their wants from one another. It would also be well to interest the printer or newspaperman in the town, for with his help a great deal more can be done.

Then those obstacles, against which the merchants in every town have to contend can be remedied more easily if the business men will only work in harmony. Some new and valuable measure that would greatly benefit trade sometimes may fail to be adopted because there is no union between the different men concerned. This should be different, and each dealer should do his part to bring about a union of the merchants in the town.

IMPORTANCE OF BUSINESS PAPERS

AN Association of Railway Executives undoubtedly represents the most capable and progressive business men on the continent. Practically all of them have worked their way up from minor positions and they know every phase of labor, business and public opinion. They should know it better than any other class in the community.

Recently the Association of Railway Executives of the United States, wanted to lay before the country the fundamental facts of the railway situation. They selected a number of newspapers for this purpose. Out of the total number, 42 were purely trade and technical newspapers.

This is one more experience which we commend to the attention of the Dominion Government which employs M. E. Nichols at a bigger salary than he ever earned before, as Director of Public Information. The two daily newspapers which Mr. Nichols directed went insolvent. Mr. Nichols reported and passed his report to the Government that business newspapers were of no public value and were not entitled to admission to the newspaper mails. Should such a man who is so far behind the times be retained at such a high salary and in so important a public position?

News About and *for* Travelers

A DISAPPEARING TYPE

A TYPE that is fast disappearing is the commercial traveller of the "old school"—the bluff, joke-telling traveller, who was a hard drinker, a fast liver, and socially beyond the pale!

He was of the type who entertained his customers over the hotel bar, who was always attending prize fights, boxing matches, wrestling matches, horse races if he reached territory where such amusements were indulged in. The traveller of the old days was more or less of a sporting man, and through the medium of his appearance and manners imposed on the world his own estimation of himself through his general atmosphere and dress. He flashed a big roll of notes, and wore diamonds and loud clothing. His expenses account would scare the modern sales manager, but in those days of non-efficiency it was a question of selling the goods, and the house heaped the cost of selling on to the buyer and the ultimate consumer.

Travellers still stop at good hotels and dress well, but their personal expense accounts don't run as high as in the old days, nor do they dress flashily and resort to the crooked elbow and joke-telling in selling merchandise. Merchandise to-day is sold on a business basis, and the buyer is anxious to secure the best merchandise for the least money, without having to pay the overhead expense of entertainment in the cost of his merchandise.

The modern sales manager is a much cleaner-minded sort of individual than the old-timer. He does not care to hear that sort of stories, and avoids the teller. Many present-day buyers feel the same way about it. The modern sales manager wants clean-cut, clean-minded salesmen, who sell paper or other merchandise on merit, nerve, service and price. He does not wish for the salesman to buy the good will of the customer.

QUIZZING CUSTOMERS

Charley Hawker, the new Western man on the road for Musson's, tells of an interesting observation in a large Western store where goods may be returned if they have not been used. In the case of books, extreme care must be exerted to prevent people from "putting one over" the store by reading a novel and then returning it and getting the full price in refund. To guard agaist this the practice in this store is to quiz such people, taking care not to overstep the mark. One woman returned a book and the attendant in sizing it up remarked that it looked as though someone had read it. The woman, however, was quite profuse in her assurances that she had not read it, so the salesman guided the conversation to the question of other books, and subsequently switched back to the theme of the story in the book the customer had returned, speaking enthusiastically regarding certain passages and situations. The customer concurred to a degree but qualified her remarks with the decisive verdict, "but I don't like the way it ends!" Thus the quizzer got his answer and the customer was undone.

NEW TRAVELERS ADDED

In connection with the inauguration of a stationery and leather goods department by A. R. MacDougall & Co., some new travelers have been added to the staff. J. L. Cowan represents the new lines in Western Ontario, W. D. Otty continuing with the stationery sundries lines there. In Eastern Canada, the representative of the new lines is W. D. Hess, D. A. Mallette carrying the stationery sundries. The added lines are carried by B. A. Scott in Ontario, exclusive of Toronto, and by D. P. Connery in the city of Toronto. In Toronto, the stationery sundries traveler is S. J. Huber, and in Ontario, exclusive of Toronto, B. S. Hulse.

RIEDELL STRONG FOR CANADA

John A. Riedell, who travels in Canada, as well as part of the U.S., for the Weldon Roberts Co., was in Toronto in January, and while here got in touch with BOOKSELLER AND STATIONER. He is one of the type of travelling salesmen who appreciate the value of the work done by the trade press in promoting the general well-being of the retail interests.

Mr. Riedell is a great admirer of Canada and Canadians, and of the good treatment he always receives at the hands of the Canadian stationers. He is a strong voice in the great chorus that throughout Canada is singing the song of business being good. The manner in which one of his firm's latest introductions had been taken up in this country had exceeded their fondest expectations, and Mr. Riedell took this as a further indication of the business sagacity of the genus stationer in this country.

From Toronto Mr. Riedell proceeded to Ottawa and Montreal.

NOTES ABOUT TRAVELERS

S. J. Huber, who for the past two or three years has been Montreal representative for A. R. MacDougall & Co., is succeeded in that territory by D. A. Mallette, who previously covered Western Ontario; the latter territory is now in charge of B. S. Hulse, while Mr. Huber replaces A. R. Haviland, covering Toronto.

Charles A. Hawker, for twelve years with Russell-Lang & Co., Winnipeg, and latterly in the book department of the T. Eaton Company, Winnipeg, is now with the Musson Book Co. and Hodder & Stoughton, Limited, covering Western Canada. He succeeds W. S. Smart, who goes to Australia, where he will manage the Hodder & Stoughton Co.'s branch in the Commonwealth.

L. B. McCammon, who has for a number of years been on the staff of city travellers in Toronto for Gage's, has accepted a managership at Brantford for Barber-Ellis, Ltd., at Brantford. On the eve of his departure from Gage's his associates there presented him with solid gold watch as a token of their good will.

WILKINSON WITH ALLEN

Beginning with January, Ronald Wilkinson, who has for several years been on the road in the book trade, became associated with Thomas Allen, as travelling representative for Eastern Canada, Mr. MacLean continuing to cover Western Canada.

Mr. Wilkinson, by reason of being a well-posted book man and an all-round salesman, may be expected to capably take care of the interests of the Allen line.

TRAVELING SALESMANSHIP

Archer Wall Douglas' new book, "Traveling Salesmanship," has been written out of the experience derived from forty years of close contact with the traveling salesmen of one of the largest distributing mercantile organizations of the United States. It is not, then, a study of the psychology of salesmanship, but a practical working volume which will be found of distinct help to salesmen and those contemplating entering the selling field.

Mr. Douglas begins with a chapter on the nature and functions of salesmanship, after which he takes up these topics: Preparation for the Road, Work on the Road, Contact with Customers, Competition and Prices, Some Phases of Selling (three chapters), Claims, and The Human Equation.

THE COMMERCIAL TOURIST

Hail to the knight of the business highway! Like advertising, he is always on the job, blazing the trail and creating business, and any man who creates business is a benefactor of mankind, doing more for humanity than all the preachers of isms and uplift.

Work is the first law of success, and work is the travelling man's middle cognomen. Bar none, he puts in more hours at his job than any class of men we know of. Early and late he hits the trail; he eats when he can and sleeps when he gets it.

Selling merechandise and creating trade is but part of his work. In addition he is commercial ambassador extraordinary, representing his house and its prestige.

He is a live, clean-cut, hustling business man, having taken the place of the old-time travelling salesman who took orders in proportion to the amount of booze he purchased.

Exit the old travelling man — enter the new commercial travelling representative.—*Life.*

The Traveler Who Walks in His Sleep

Catches Trains, Goes His Rounds Visiting Different Towns Every Five or Six Weeks, But Asleep All the Time!

THE traveler who still harbors the hoary old notion that the trade paper is trespassing on his preserves is the Rip Van Winkle of the Road. True, he moves about, catches trains, sees his customers every so often and then does it all over again five or six weeks later and keeps on rotating just like that. Nevertheless he's asleep! He's like the early February bear. He apparently wakes up sometimes but too often he goes right back into slumberland again.

Mr. Traveling Man, if you're in that class, quit hibernating and wake up to the true significance of the trade paper.

Here are a few outstanding facts of significance:

The most progressive retailers are the closest readers of the trade papers.

The most progressive manufacturers and wholesalers are the best advertisers in the trade papers.

The most progressive travelers realize these two big facts and that's why they are boosters for the trade papers.

The traveler who sees in the trade paper an agency that is designed to divert orders from him to the direct-by-mail route is not at all alive to the chief purpose of the business newspaper. Of course most salesmen get credit for all business that comes off their grounds even though it does come in by mail, but even among such travelers there are some who seem to think that the trade paper is a force that is building up mail-orders rather than encouraging the placing of orders with the traveling salesmen.

To such men every trade paper would be glad to push home the essential truth that the interests of the traveler and the trade paper are in common and that the whole plan of trade paper advertising is to bring influence to bear upon the retail merchant at his regular buying time which, in the vast majority of cases, is when he is buying from the traveler.

The traveler who is most alive to his own best interests encourages sluggish retailers to closely follow the newspaper of his trade. Naturally there are some retailers who harbor the delusion that they have "no time to read" and the wonder of it is that they are not ashamed to give expression to such a revelation of their own backwardness!

"No time to read!" Think of it. We live in an age when education is almost a necessity of existence, when the printing press is the greatest force in the land, when publicity is the recognized motive power of successful merchandising, yet there are those, and many of them, who will still tell you in seeming sincerity that they have "no time to read." Stalled in a rut and petrified in their opinions they are blind to the fact that this phrase of a dozen letters tells the complete story of the decay and death of many a prosperous retail business, and might appropriately be carved on the tomb of many a merchant who paid with business failure the penalty of his own nearsightedness.

And what manner of man is this who has "no time to read?" We know him —possibly you do also—and his acquaintanceship is one of our personal sorrows. "Business is not what it used to be," he will say, as he glances pathetically at the attractive windows of his live competitor across the way or scans his half page ad. in the daily paper. He thinks he knows it all, poor fellow, and yet his story is invariably one of disappointment and hopelessness. He fails to realize that the world of to-day has no consideration and little patronage for the man who has "no time to read."

What The Live Traveler Does?

When the genuinely alert traveling man comes across a trade paper still in its wrapper in a retailer's store and is told by the retailer that he hasn't had time to open it, he goes after Mr. Dealer in a manner somewhat like this:

Traveler—"Have you seen A———'s window up the street?"

Dealer—"No."

Traveler — "Well, you'd better keep your eyes open as to what the other fellow is doing."

Dealer—"Oh, I know about it all right, A—— has a clerk who is an enthusiast on window-trimming. I haven't such a clerk and I haven't time to do it myself."

Traveler—"That clerk of A——'s gets a lot of his ideas out of the trade paper. Why not get one of your clerks to follow the trade paper carefully for ideas to be used for window displays and for other advertising ideas to help business —it sure will pay you!"

The traveler who sows the seeds of progressive merchandising in that manner invariably builds up bigger orders in that store for his goods. He livens up the merchant and his whole staff and the trade paper is a wonderful agency in keeping them alive, thus working hand-in-hand with the traveler.

Imagination Helps Travelers

The Salesman Lacking It is in the "Order-Taker" Class—The Imaginative Traveler Spurs On Sluggish Retailers and Thus Creates Extra Business for Both

FOR the traveling salesman as well as for every other business man imagination is a most valuable asset. One writer has put forth the claim that imagination is as essential for success in business as it is in art with the exception of the production of imaginative literature, where it is all in all.

Imagination is the ability to construct around an object its probable or possible environment; thus, apprehending any force, to realize what produced it and what it will produce. The man of imagination writes a drama. His dramatic instinct apprehends the power of contrasts; he constructs a plot; he realizes what each person will do and why he will do it. His characters take possession of his will; they act out their own destiny — often against their author's own desire. He relates it all together.

The same principle applies to business. The successful merchant is spurred on by imagination. He sees with his mind's eye an artistic and attractive store arrangement, a popular and complete stock and a host of customers, all contributin to his financial success, which is imagination reduced to concrete form.

The traveling salesman with imagination often spurs on, by reason of his possession of that faculty, many a merchant who lacks it or has it only in small degree. Such a traveler builds up orders where the unimaginative traveler goes away with little or no business other than what the merchant has ready for him. The travelers lacking imagination are usually referred to as mere "order takers."

The young traveler, in fact, every man on the road, should keep his senses alert to avoid falling into that class. Such a mental attitude will not only keep him out of the rut but will be developing in a most effective manner that desirable business asset—imagination.

NEW SPECIALTIES

The Elsane glass desk pad is a new item in the line of L. Sainberg, of New York, now represented in Canada by the Guy Distributing Co., of Montreal. The base, which holds the glass, is semi-flexible. The corners are nickled and the base is made with the finger notch for lifting up the glass. By its use, price lists, calendars, maps, photos and other memoranda are kept in constant sight without chance of loss or mutilation.

These pads are made in sizes, 18 in. x 24 in., 20 in. x 34 in. and 24 in. x 36 in.

Trade Outlook Most Promising

Western Canada in Most Confident Mood and This Optimism is True of the Whole Trade Based on Solid Assurances

FROM all sides come optimistic forecasts for 1920, and confident messages as to what the new year has in store for the several trades with which this paper is associated. Particularly assuring are the reports as regards Western Canada, and with good times in store for that great section, all the rest of the Dominion is bound to share in the benefits, because of the indissoluble trade links between East and West.

West Looks Good

Harry Edy, manager of the Winnipeg branch of Valentine & Sons United Publishing Co., was in Toronto in January, in conference with William Banks, who is head of the Valentine firm in Toronto.

Mr. Edy, in conversation with the editor of BOOKSELLER AND STATIONER, referred in most confident and optimistic terms as to the trade outlook in Western Canada, speaking not only with reference to the interests of the book and toy trades, with which his firm is particularly identified, but in a general way regarding the state of the retail trade in the West. Stocks, he had found in the many towns from which reports had reached him, were exceptionally low, due to the unprecedentedly good business done in the Fall and holiday trading season and also because of the inability of getting shipments of goods anywhere near the extent of orders placed. This was true of the whole West as regards the merchants' selling books, stationery and toys and this included a very great proportion of the drug stores of Western Canada.

This general condition was having the effect upon the wholesale trade of starting 1920 on an even stronger basis than a year ago.

Another circumstance of much significance in its influence on the future outlook was the fact that there had not been heavy frosts followed by snowfalls practically throughout the whole grain-growing country. This guaranteed the necessary moisture in the ground to prepare for good crops irrespective of whether or not adequate rainfalls followed in the Spring.

In years when this favorable winter condition was not realized, the whole Western people became a unit in praying for good soaking rainfalls, not heavy storms, because the latter were virtually floods that caused the water to run away without getting a chance to soak into the earth in order to do some permanent good toward helping to produce good crops. This gamble as to chances for the right kind of rains will be absent this spring because of the favorable conditions affecting frosts and snowfalls already referred to and consequently 1920 begins with a most optimistic outlook for a good year's natural production by Mother Earth and general prosperity always follows in its wake.

LEATHER GOODS OUTLOOK

Editor, BOOKSELLER & STATIONER:

We have your letter of January 15 and might say that the general outlook in the leather goods trade, as affecting lines sold by stationery stores, was never better. The reason we say this is, that in spite of increasing prices these stores continue to materially increase their sales. As an instance, cowhide commercial portfolios were sold two years ago for about $7.50 each, and are now selling for $13.50 each. These stores are using double the number they were formerly.

Regarding the finer leather goods, such as wallets, bill folds, etc., we are experiencing great difficulty in obtaining nice skins in morocco and goat skins, and the prices are very high. We, however, make an assortment of lines, and there seems to be no difficulty in selling them, and the trade seem to quite expect advances.

Hoping this information will be of some value to you, we are,

Yours truly,

THE JULIAN SALE LEATHER GOODS CO., LIMITED

ASCENDING PRICES

Editor, Bookseller and Stationer:

I am writing this letter in compliance with your request to tell the readers of BOOKSELLER AND STATIONER something about the increase of prices of American-made books, as observed by me on my recent visit to the American publishing centres.

It is, of course, well known to those in the book trade in Canada, that, with few exceptions, the books sold by Canadian publishing houses are manufactured either in the United States or Great Britain. This statement, of course, does not apply to books that have a Canadian value only, such as school text-books, or such publications as "The Canadian Almanac." The books I refer to are books that have a wider interest, such as novels, juvenile story books, books of history, travel, etc.

When the salesmen for the Canadian publishing houses start out this year, their selling prices for the most part will be higher than they have ever been before, and in consequence they will possibly be confronted with objections on the part of the buyers, who do not yet understand the reasons for the increase in the prices of lines of books that they have been buying for years at a much lower figure.

The main reason of this increase in cost is the larger wages being paid at the present time to printers and binders and the increase in the cost of raw materials, such as paper, binders' cloth, etc.—the latter largely due to increased wages to the workmen in these industries. Take for example the new copyright novel. A few years ago these sold retail at $1.25, $1.35 and $1.50, but have now become $1.75, $1.90 and $2 retail. In most cases, the author receives a royalty, based on a percentage of the retail price, which, with an increased retail price, adds a further cost to the production.

Yours sincerely,
W. COPP,
Vice-President,
The Copp Clark Co., Limited.

ORGANIZATION

While some returns have been received answering favorably the questions on the coupon appearing in January issue having to do with the proposed organizations of the booksellers of Canada, the number is not as yet sufficiently representative to warrant action on the basis of those questions. It is now proposed to call a meeting to be held in Toronto at an early date, probably this month, all retail booksellers to be invited to attend. Then the organization questions can be acted upon in earnest. At this meeting the advisability of forming one national association, or, as an alternative, provincial or sectional associations, will be discussed, and it will also afford a good opportunity for considering a line of action as to the advisability of bringing influence to bear upon the Ontario Government looking toward school text book reforms that are urgently needed.

ALERT IN EDMONTON

Another live Western bookseller and stationer, Mr. Adam Esch, of A. H. Esch & Co., Ltd., Edmonton, Alta., has sent in a cheque for $10 to BOOKSELLER AND STATIONER in trust as an earnest toward the formation of a trade association along the lines suggested by Mr. Osborne, of Calgary, in the December issue.

Mr. Esch, in his letter, said that he would do everything in his power in Edmonton to get the rest of the trade to join as well.

Mr. Esch considered that something should be done to make the selling of books more profitable for retailers, because the present tendency of stationers was to minimize their attention to books in favor of other lines that yielded greater profits. He feared that the book publishing houses were not sufficiently alive to this movement, and thought that adequate efforts on their part would result in making the book business approach what it really ought to be. The canny stationer, he said, was not prone to load himself up with small profit goods.

Business Methods for the Trade

Valuable Suggestions and Descriptions of Tried and Proved Ideas

MOVIES HELP BOOK SALES

ONCE again the reminder is put before booksellers that the motion picture theatre can be made an effective medium of promoting book sales.

In connection with this it is well to remember that only the best books are chosen for the pictures, and those which have created a big success and become popular.

Popular books are always in demand, and when reproduced on the films they are given a new lease of life which you should turn to advantage.

A neatly bound volume is of permanent value and has a powerful appeal if you get there at the right moment. The film puts your prospective client into a very likely mood for buying.

Make an arrangement with your local theatre manager to show a slide informing the public that the book can be bought from the attendants, or at the entrance to the theatre, and also at your shop. Arrangements might also be made for the distribution in the theatre of circulars advertising the book of which the screen version is being presented.

SEND INVOICES PROMPTLY

A. H. Jarvis, of Ottawa, in a letter to BOOKSELLER AND STATIONER, makes a suggestion which will interest wholesale houses. It is that an investigation be made as to how promptly invoices are despatched to the merchants to whom shipments of goods are made. Mr. Jarvis says that half a dozen or more firms in Toronto are negligent in this connection and that four or five of them are regularly guilty of what he characterizes as "This abuse of business courtesy." Some of the other offenders might excuse themselves on the score of business rush in the holiday trade season, but Mr. Jarvis pointed out that this is work that should be done in any event and should be just as easy to do the same day that shipments are made.

Mr. Jarvis facetiously opined that too great devotion to "modern office methods" might be responsible for this state of affairs, which compared most unfavorably with the old-fashioned system, when the entry clerk called in the charge and another clerk made out the invoice, which was then despatched without delay.

"It is important for merchants to get invoices promptly, especially in these days of changing prices," concluded Mr. Jarvis.

THE GROUND FLOOR

"We are showing all our goods on the ground floor and can therefore give you immediate service." This was one of the advantages set forth by a Buffalo store in the holiday season publicity. It was also used as a window card. All one-floor stores have this advantage, and can cash in on it in a similar manner in their publicity.

FOR A BOOK WINDOW

An appropriate heading for a bookseller's window: "Every hour spent in studying books on your trade or profession brings your opportunity one hour nearer."

Query.—What did Mr. Brown, of Collingwood, say to the advertising man of the Collingwood "Enterprise" of Jan. 15 containing in Brown's advertisement this line: "1950 pocket diaries." This is advertising for future business with a vengeance, eh, what?

Electric Specialties for Stationers

IN the December issue something was said about the opportunity stationers have for developing extra business by stocking and pushing the sale of flashlights, and some extracts from letters received from stationers who have already adopted this course, to show just what sort of opening there is for stationers who have not already stocked this line, one firm in St. John, Quebec, placing their annual sales of flashlights and supplies at $1,000 a year, as against about a tenth of that aggregate five years ago.

What was then said about flashlights is largely true of a number of other electric specialties which can profitably be stocked in stationers' shops. These specialties are particularly good for winter trading. Among the items may be mentioned: cigarette case pattern pocket lamps, and a variety of other designs of pocket lamps; model motors and dynamos; then there are games, which embody the electrical feature. Such a game is "Contact," which is played by throwing discs or coins on an electrically-charged board, the contact producing light in a fascinating and amusing manner. Other electrical items include luminous buttons, flowers, paint, etc. Some stationers have materially increased their profits by adding a more ambitious department of electrical goods, comprising such useful household articles as electrical toasters, irons, heaters, and the numerous other goods of a similar class that will readily suggest themselves to the reader's mind.

The whole subject is one that is deserving of the serious attention of every stationer. If it is deemed inadvisable to go to the extent of stocking a complete range of these goods, the more popular items at least should be regularly carried in stock and given good display. They will prove to be good year-round sellers.

How to Hold *or Lose* Trade

IN ORDER to keep up a store's prestige the aim should constantly be to excel in the quality of goods carried and to provide assortments affording adequate choice, so as not to leave the impression that another store would be likely to provide a better selection.

A United States publication tells of the experience of a drug clerk in a fair-sized town in selling greeting cards. He had occasion to buy some Christmas greeting cards, but, visiting one bookstore after another, he found stocks completely picked over, so that hundreds of ready purchasers could not have their wants properly met. This was just two weeks before Christmas.

He went back to his proprietor, the druggist, and got his permission to put in a stock of Christmas cards even at that late date, and what was the consequence?

That one clerk sold over $300 worth of cards in two weeks. As soon as the cards arrived they were smartly displayed and advertised, and people were soon crowding that store buying Christmas cards.

Canada, fortunately, has a good proportion of booksellers and stationers who realize the wonderful opportunities for profitable selling afforded by greeting cards, calendars, postcards and kindred lines, and their business with these lines is constantly expanding, but Canada, too, has its delinquents who are permitting much of this business to get away from them because they do not keep stocks sufficiently large in variety and because they are remiss as to the necessity for displaying and advertising these lines, keeping the community posted and alive to the fact that the store in question is in the van in selling good up-to-date greeting cards, not only season goods, but every-day and every-occasion cards.

L. A. Helen conducts a store in Duncan, B.C., in which toys and music are side lines, supplementing books, stationery and magazines.

The "Post" of Buckingham, Que., operates a good book and stationery store.

Taylor's Bookstore, Kamloops, B.C., now closes every evening at six o'clock, with the exception of Saturday.

NEWS OF THE TRADE

EMPLOYES INSURED

Following out well-defined lines laid down by the company to co-operate in every way with its employes, the firm of Clark Bros. & Co., wholesale stationers and paper warehousemen, of Winnipeg, have instituted group insurance for the staff from the manager down to the errand boys.

Under the arrangement the company insures all the employes for sums from $500 to $1,000 as long as they are employed by the firm. This insurance will be raised ten per cent. each year, according to officials of the company.

Ben Toon, formerly with the Vancouver store of Davis Spencer, Limited, in the book department, is now in charge of the book end of the business of the Granville Stationery Company, Granville Street, Vancouver.

Thomas Allen was in Boston last month consulting with Houghton, Mifflin & Co. about the 1920 publications being brought out by that house, which he represents for Canada.

The L. E. Waterman Company has received a permit for the erection of a fountain pen factory in Peddie Street, Newark, N. J. The plans call for a building to cost $1,500,000.

The Gibson Art Company has purchased the property at Fourth and Plum Streets, Cincinnati, and will spend about half a million dollars in making it over into a modern factory, which they expect to occupy by midsummer next. It will be the largest building of its kind in the United States devoted to greeting cards and similar productions.

'The Roneo Salesman," issued by Roneo Limited, from the London headquarters, is attractive and interesting, being filled with ideas and inspirational articles.

Besides books and stationery, H. L. Shirt, Shawinigan Falls, Que., sells athletic goods, phonographs and records, and specializes in orders for printing and engraving. The office supply trade is an important branch of his stationery business.

NEW AGENCY

The Polar Manufacturing Co., of Philadelphia, who make various office specialties, and also chair pads, are now represented in Canada by the A. R. MacDougall Co., Ltd., of Toronto.

A VETERAN BOOKSELLER

Thomas McAuley, veteran bookseller of Kingston, Ont., cast his sixtieth vote in municipal elections on January 1. He is eighty-three years of age.

The Gerlach-Barklow Co., of Joliet, Ill., manufacturers of commercial calendars, are opening a branch factory in Stratford, Ont.

FORTY YEARS IN BUSINESS

At Wingham, Ont., George Mason, for forty years in the stationery business in that town, is retiring. The business is being carried on under the old name of Geo. Mason & Son, by his son Jack. The stock includes books, stationery, wallpaper, druggists' sundries, fancy goods, school supplies and toys.

BEST ON CONTINENT

Nov. 28, 1919.

The MacLean Publishing Co., Ltd.,
Toronto, Ont.

Dear Sirs:—

Please find enclosed renewal for MacLean's Magazine and for the Dry Goods Review.

Also new subscription to Men's Wear Review and the Bookseller & Stationer.

We are not exactly sure of the price, but if the enclosed $2.00 each is not sufficient, let us know.

This will make six of your publications on our list, as we get the Canadian Grocer and the Financial Post.

We find them all a great aid and it is a poor number indeed that is not worth the yearly subscription price if intelligently read.

It is impossible to keep in touch with the markets without good trade journals and yours are the best we know on the continent for the price.

Yours truly,

Bighorn Trading Co., Ltd.,
Stuart Kidd, Mgr.

NEW CANADIAN INDUSTRY

Another firm has begun the manufacture in Canada of wire waste baskets, desk trays and other wire goods for stationers. This concern is the Macdonald Wire Goods Co., who have begun operations at Drummondville, Quebec. Their line includes the Build-up Tray, already well known to the Canadian trade, having been imported from the U. S. makers. Another item is the indestructible basket carrying a five-year guarantee, and still another number is the "Smooth Top" basket. The new firm has issued a catalogue, which will be helpful to stationers in connection with the trade in stationers' wire goods.

PAPER PRODUCTS

A new concern recently incorporated, with headquarters at Ottawa, is the Continental Paper Products, Limited. Incorporators: William Henry Dwyer, merchant; John Robinson Osborne, barrister-at-law; Harold Allen Miller and John Arndy Loa, accountants; John Milton Montgomery and Joseph Arthur Wistaff, clerks; and Thomas Charlebois, student-at-law—all of Ottawa. Capital $1,000,000, divided into 10,000 shares of $100 each.

OPENING CANADIAN BRANCH

One of the latest English firms to open a branch in Canada is Harper, Woodhead & Co., of London, who have placed C. S. Cairns in charge of the Canadian business, with headquarters in Toronto.

Besides their greeting cards and other art publications, with which many Canadian stationers are already familiar, this house markets note paper and envelopes, writing pads, and kindred stationery lines, fancy leather goods, including pocket books, letter cases, wallets, writing cases, photo cases and handbags.

Mr. Woodhead is one of the English manufacturers who see great things ahead of the British export trade to Canada.

Mr. Cairns is not a stranger to the Canadian trade. Of late he has been travelling for the firm in Scotland, but was in Canada before the war in the stationery trade, and he is consequently well posted as regards the requirements of Canadian retailers.

HALIFAX TRADE NOTES

Mr. Walsh, manager of the book department of T. C. Allen & Co., reported Christmas book sales larger than any previous year, due, in a large measure, to the high prices of larger articles for presents. Mr. Berringer, manager of the retail stationery department, reports sales of fountain pens and papeteries unusually large. Of papeteries from $3.00 to $5.00, they did not have within 50 per cent. enough stock.

Retail stationers in the Maritime Provinces, after taking stock and everything cleared up, will possibly find, notwithstanding the hard conditions of doing business, that things will wind up satisfactorily. As to manufacturing stationers, there seems to be entirely too much competition, manufacturing stationers being too anxious to get work, not taking enough consideration for the high cost of doing business today.

Greeting Card Plans You Can Use

Good Live Display and Selling Ideas—Use Them Right Now to Help Along Valentine Sales

HAVE you done anything further in connection with selling valentines this year, besides putting in a window display in order to let the people of your community know about you and your stock of valentines? Valentines are thus specified because these are the particular cards to the fore at the present time but the same remarks will apply to every kind of greeting card. Are you constantly reminding the people of your city, every time they look through their daily newspapers, that you sell greeting cards and that you have just the very cards they want?

Hundreds, perhaps thousands, of people pass your store every day but is their attention attracted to a striking selection of your best and most appropriate cards? With home-made posters or show cards you can make your window so attractive and so conspicuous that no one can get by your store without being reminded that it is headquarters for greeting cards and that the time to buy them is as early as possible while the stocks are fresh and the choice wide.

Many people come into your store every day to purchase other articles. Are you reminding them and urging them to buy the various seasonal greeting cards?

Easter will soon be here and this will give you another opportunity of securing good business in this line. There should be on your counters displays as attractive as those you have put in your window.

In any store where greetting cards are sold exclusively it is of course quite easy to make a display of them in the window. In a store that sells a line of mixed merchandise this is not so simple to show greeting cards properly without injuring the display of the other merchandise. One excellent method was devised and carried into effect in a mixed store in an eastern city. The feature of the decoration consisted of four bands of greeting cards on ribbons hung vertically in each of the four corners of the window. These bands showed sixty-four different greeting cards and yet did not in the least interfere with any of the other merchandise displayed.

Not only was an excellent display of cards made at no expense of display space but the cards were shown in such a way that the people passing the store simply had to stop to look at the designs and read the verses, which, when displayed in this way, can be seen better than in any part of the window.

Quarter-inch gold ribbon is used for supporting the cards. Gold or white ribbon is preferable to that of any other color. Double strips of ribbon are placed about four inches apart, a card is inserted between the two double bands of ribbon at the bottom, the ribbon is then crossed and another card is placed on top of the first one and so on as high as you wish to put them. This method of displaying the cards in the window will attract more attention to your card display than any other we have noticed.

To display cards inside the store is much more difficult than to display them in the window. The store referred to above has adopted a scheme which undoubtedly possesses many advantages. A rectangular showcase forty-two inches from the ground to the top was made. This is considerably above the usual height, and makes it practically impossible for your customers to lean over the top of the display tray or to place nice wet bundles there in slushy weather. Also, on account of its being high, they can read the cards readily without touching them.

NO NEED
to write a
LETTER

A picture post card will serve to let your friends know you have not forgotten them

(Space for dealer's name and address)

On top of this counter or showcase a tray is placed, the bottom of which is full of small holes one-half inch apart, into which are stuck the two ends of pieces of wire bent into the shape of three sides of a rectangle. As the bottom of the tray is full of holes these pieces of wire can be placed in any direction and any width apart. Thin wooden partitions separating the rows rest loosely between each row when the tray is filled. On account of the movability of the pieces of bent wire and the thin wooden partitions you may make a display in these trays of an assortment of any different sizes of cards. As the tray is filled an envelope is put at the bottom of the tray, a card on top of it, then an envelope and a card, and an envelope and a card again until you have gone as high as you wish. As stated above, the counter is so high that the customer does not have to handle the cards, and when he buys one of them he always gets the top card, which leaves a fresh one for display underneath.

This scheme of selling greeting cards was used in the store referred to during the exceedingly busy Christmas season and the display counters looked just as good the day before Christmas as they did the first of November.

The display trays are rather expensive to make but they will be found to be an exceedingly good investment. If you do not wish to go to the expense of having special racks made, try at any rate the method of displaying your cards on high counters. Take a few empty boxes for temporary equipment and build one of your counters to a height of forty-two inches and on top of this place a box of greeting cards. You will soon see that if your whole counter were arranged in this manner your customers would not handle your cards anywhere near so much as they do at the present time.

In addition to Valentines and Easter cards, do not forget that there is a good trade to be done in birthday cards and postcards all the year round. "Every day is Somebody's Birthday" is a saying which it will pay you to keep constantly in your memory. Keep the fact continually before your customers and the public that you have a fine supply both of birthday cards and postcards and you will find that not only will your card trade increase but such increase will inevitably result in additional business in other lines as well.

Do not forget the children's trade in Valentines; the small cards with some movable device upon them are specially attractive to the children, and if properly displayed are sure to bring good returns.

It will pay you to make a few attractive home-made posters suggesting different ways in which people may use greeting cards. Put one of these posters in your window and others inside your store.

Wording for them will readily occur to you. Here are one or two suggestions:

For Valentines—"She (He) Will Expect One From You. Do Not Disappoint Her (Him)."

For birthdays—"Every Day is Somebody's Birthday. Is There Not One at Hand That You Should Remember?"

For Easter—"Scatter Sunshine With Easter Greeting Cards. Make a List of Friends You Wish to Remember. Easter Cards Cost So Little and Mean so Much. Come in and See Our Fine Selection."

For postcards a suggestion is given in the panel on this page.



Office Equipment and Business Systems

FOR those stationers who run an office equipment and furniture department in connection with their business, the sale of show cases offers a noteworthy opportunity for increasing the scope of their trade. The manner in which goods are displayed is an important item in their sales. Show cases that set off the merchandise to best advantage, and an attractive arrangement of the goods themselves are conducive to buying. This is a business axiom that is recognized by practically all dealers, but, unfortunately, it is not always practised. Take for example the display of pencils and penholders. Very seldom is the actual stock on display. On shelves behind the counter will be found the stock in its original packing, and a customer, who wishes to buy, must either call for the pencils by name, or state what kind of a writing instrument is desired. That such practice does not build sales is readily recognized. The goods that sell best are those that are attractively displayed.

A clever display of any merchandise attracts the attention and results in sales to customers who, perhaps, had no thought of buying that particular item when entering the store. Particularly is this true in the case of pencils and penholders, although the same argument applies to all articles in everyday use. Both of these are items that every buyer needs, and a good showing of this merchandise, arranged in a manner that strikes the attention, will frequently result in extra sales.

These are the arguments that can be used by the seller of display equipment in advocating the purchase of showcases.

This matter of display of pencils and penholders has been successfully solved by one retail stationery house by the use of a combined show case and stockholder. The top portion of the case is devoted entirely to the showing of pencils and penholders, arranged similarly to the familiar cases of fountain pens. Each line or division is in a separate assortment, and against the dark cloth background the brighter colors of the merchandise show to the greatest advantage.

The lower part of the case is used for displaying glassware—merchandise that is particularly showy, and which enhances the value of the display of pencils.

The pencils shown under the glass are samples only—the sales stock being carried in drawers, which open from the back of the case.

A useful and novel idea was lately brought to the writer's notice, and might be employed by the stationer both in his own business and also to promote the sale of rubber stamps to his fellow tradesmen in other lines. In the case in question, it was being used in a drug store. The clerk used a rubber stamp to impress a message upon such pencils before handing it to the customer. The latter, naturally curious to see what the clerk had stamped on his parcel, found the query: "Will you be in to-morrow?" This was, in every case, stamped on the package just before it was handed to the client. In practically every case the latter would ask: "Why do you want to know if I will be in to-morrow?"—and he was then told of the special offering for the next day.

In furtherance of the sale of office equipment, a few words on the location arrangement and care of stock will be found of service to the average dealer.

If you can devote a separate room, floor or section of your store to the business, you can make a much more striking display than otherwise.

It is often best to feature bookcases and filing cabinets, both wood and steel together, with a complete line of cabinet supplies, with typical system outfits to take care of different kinds of business.

Suggestion is the successful method of appeal. Show a prospect the right system for one specific branch of his business. He knows that branch, and instantly he will see the advantages you have to offer. Then the sale of the filing cabinet to house the system will come as a natural sequel. You have revealed to him the need; he buys because he recognises your knowledge of that need in the product which satisfies it.

But next to these central features, it is desirable to display a number of complete office outfits in oak and mahogany. Arrange them exactly as they would be grouped in any up-to-date office. That brings the desired atmosphere. For instance, a roll-top desk, a table with a revolving chair, and several side chairs. Add to those a stenographer's desk and chair, a costumier or wardrobe, and a waste basket in wood to match; or you may add with advantage a four-drawer vertical letter file, or a stack of horizontal sections.

In the matter of care of stock displayed, it pays to be extravagant in one direction—the cleaners' service. A furniture stock should be gone over thoroughly and cleaned well every morning. A light cleaning should be given also in the afternoon. Take care to re-arrange every article which has been shifted in the last sales' talk.

Care should also be taken that all desks, tables, chairs, filing cabinets and bookcases on the sales floor are in perfect working order. Nothing so quickly loses a sale as attempting to show a desk in which the drawer sticks, or a locking device refuses to work, and this is especially true of the filing cabinet line. The goods should all be gone over frequently, to see what is out of order, and the repair man kept on a steady schedule, attending at once to what needs his services. The matter of keeping the office furniture stock clean and bright is one which should be attended to with scrupulous care. Clean, well-polished furniture gives back the light, and shows its grain and finish to the would-be purchaser. It is a good advertisement, too, for neatness and care bespeak the conscientious and careful mind. The customer is always prepossessed in favor of things which are well cared for.

Every salesman should be a head repairman. It is not beneath any man's real service to his house to look after the smallest details essential to its success. Instruct your salesman to report instantly anything he notices which is in need of repair and alteration. A special memorandum slip for the purpose should be constantly in his vest pocket. See to it that every report of this kind is treated seriously, and energize thus the efficiency of your repair service from a new angle.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Vernon, B. C.—The O. K. Stationery Store held in book sale in January offering $1 books at 85 cents each and 75 cent books at 60 cents each.

Parkhill, Ont.—"Why take a chance on giving your order to any traveling stranger who solicits your order," asks Banham's Bookstore, in a newspaper advertisement in good display space headed "Magazine Subscriptions." Another paragraph in this ad reads:

"We guarantee prompt service and give publishers' prices."

Orillia, Ont.—Smith's Bookstore conducted a January "Clean Sweep Sale" for two weeks. Items advertised ranged from sets of books, regular $12.50, offered for $9.95, down to writing pads, specially priced at 5 cents each. The space used was one full column and the introduction to the advertisement was as follows:

"January is our stock-taking month and there are scores of odd lines in our varied stock that we have decided to clear out before our books close for the year. To do that we have made sweeping reductions all through our store for just two weeks beginning Saturday. Come in and look for the Clean Sweep Tickets."

Kingston, Ont. — The College Bookstore frequently devotes its entire display space in the newspapers to advertising song and dance music, featuring the most popular hits.

Treherne, Man.—George Graham, at the beginning of the year, advertised in his regular display space the following

"Notice to Debtors:

"All past accounts are now due. To those who have not paid up their accounts for 1919, no further credit will be granted until said account is squared up. Do it now before your account is passed on for collection.

"This does NOT appy to those who have squared up their accounts for 1919."

Rapid City, Man.—A. E. Lyne, in advertising his circulating library, quotes these terms. "75 cents to join and 15 cents to exchange." Thus it will be observed, he is guaranteed against loss in case a book is not returned.

Yorkton, Sask. — The Yorkton Drug Co.'s store carries a large store of books and stationery. In January they held a clearance sale of books, advertising 1,000 books, regular 75 cents to $3 each, at 60 cents or 3 for $1.50.

Qu'Appelle, Sask. — Duncan's held a clearance sale for one week in January, selling toys, games, dolls, kiddie kars, etc., at a reduction of 25 per cent.

Picton, Ont.—A. E. Bowerman issued a full-page in the Picton "Gazette" of Jan. 15 advertising his "Big Annual Sale." Musical instruments, wallpaper, electric specialties, chinaware and stationery were among the lines advertised in good display type, and a column, full depth of page, at either side, was devoted to various classes of books, regular 25c lines being offered at 22c; fiction at $1.25 to $1.75 each, for 99c; $2 books for $1.50; $2.50 books for $1.98; 60c books for 48c; 35c lines at 25c; 75c books at 59c; 45c and 50c books at 38c; and $1.50 volumes at 69c each.

Here are two paragraphs from the introduction to the page:

"This is our second sale of this kind, and those who profited a year ago will have the opportunity of reducing the high cost of living for 1920 by attending this sale."

Sale lasts one week only, and takes in our entire stock. City prices cannot equal these. Here is a list of some of the prices, but our bargains will have to be seen to be appreciated."

Bowerman's apparently have the right idea as to the manner of conducting a sale, and to have a genuine sale at reduced prices is quite legitimate for any concern without laying themselves open to the charge of being a cut-rate or two-price concern. Whenever sales of this nature are put on, care should be taken to live strictly up to what is set forth in the advertising. If the sale is to last one week, the same reduced prices should not prevail in the following week. That is the way to build up store character. It is as important to carry out obligations involved by a firm's advertisements as it is to meet accepted drafts when they fall due.

Norwood, Ont.—K. G. Thomson has been doing some good advertising of office supplies in the January issues of the Norwood "Register," featuring blank books, account books, clips, perforators, desk calendars, sponge cups, paper weights, etc.

Oakville, Ont. — F. W. Grinham, of "The Bookshop," is a live advertiser and his publicity during the Christmas season was most effective. In the columns of the "Oakville Record" a week before Christmas he had a half-page advertisement which was most strikingly effective. Over half this space was devoted to books with a special appeal for children's books. Holiday papeteries and greeting cards also came in for good attention in this fine advertisement.

Here is a line from Mr. Grinham's advertisement which gives an idea of the spirit that guides him in building up a book business:

"With us the selling of a book is not so much a mere business transaction, but a personal dealing between the ultimate reader and ourselves."



Boyle's drug store might appropriately be called Boyle's stationery store because of the good stock of stationery carried. The same is true of books and periodicals. This illustration shows that at Boyle's they know how to put in good window displays. Observe the sign "Wait inside for your car."

How Wallpaper is Manufactured

A Visit to a Modern Factory—Finishing Processes Add Lustre or Dim Colorings

BOOKSELLERS and stationers, most of whom in Canada sell wallpaper, will be interested in getting some first-hand information about wallpaper in the making. A representative of this paper was recently given the privilege of a short trip through one of the modern wallpaper mills of Canada, and of seeing the various processes whereby wallpaper is prepared, printed, and embossed.

The paper, coming from our own Canadian pulp mills, is first "grounded" with a preparation made from real Cornish clay. This is the same material used in chinaware and is necessary to protect the paper from heat and moisture. The paper is carried over rollers and the preparation is applied and rubbed in with a series of brushes. Then the paper is caught up in loops by wooden sticks and dried.

Thence it is carried back to the printing machine where the pattern is applied. All the colorings, numbering sometimes as many as 12, are put on in one process. The designs, one for each color, are made by copper markers hammered into rollers. These markers are kept at an even height by covering the roller first with several thicknesses of paper, hammering the markers tight to the surface of the paper and then tearing it away. The same machine that prints the paper cuts the edges so that they may be trimmed by the paperhanger by just knocking the roll against a hard surface, and also cuts out border.

Designs are purchased from artists in several centres of art, so that great originality and variety is obtained. Paris, possibly, provides most of the high-class patterns used on Canadian papers.

After the paper has been printed and again dried it is examined for defects as it passes to the machine which, in the case of cheaper qualities, rolls and binds the paper for shipping.

Better papers are embossed and treated maybe with a gilt, "intaglio," or "over-print" finish. The embossing is done on rollers, one twice as large as the other, the smaller one measuring from 17 to 28 inches in circumference. This is the upper one and is made of steel, on which the design to be embossed is made in relief. The lower roller is made of a disc of manila paper strung on a steel cylinder and pressed down with hydraulic power. This paper is moistened so that as the paper passes through the pattern is indented into the surface and makes a counter die.

In the case of embossed wallpapers, the cutting of borders is not done until the embossing is completed, but the necessary appliance is, in such cases, attached to the embossing machinery. The paper is then drawn up over a rod, from which a light is hung so that the operator can see at all times if the cutter is working accurately.

Some Modern Finishing Touches

To give what is known as the "intaglio" finish, coloring matter, carefully selected according to the pattern of the paper, is applied by a cylinder into the minute crevices of the embossing. This tends to heighten the colors and also to blend them into each other. According to "Gilt and Glimmer," the house organ of Staunton's, Ltd., at the Toronto Exhibition, a woman was overheard to remark when looking at a room exhibit showing paper with the "intaglio" finish, that it was not wallpaper at all, but French cretonne stretched tightly over the wall in one piece, for, she claimed, she could see the weave.

Another method is the veiling of the pattern by an "overprint" which softens the colors, subduing them to such an extent that two papers, one with the overprint and one with the "intaglio" on the same design, when placed side by side, look almost like different patterns.

This over-printing, which, by the way, can now be done by one machine, where formerly three were necessary, was originally created to tone down the designs on papers for home consumption. The bright colors, it was found, sold better on the export market, because the damp, misty atmosphere of England required that rooms should have as light wallpaper as possible. Strange to say, though, it has been found recently that the home market has begun to take considerable interest in the brighter colorings and papers of the "intaglio" finish are having a ready sale.

Wallpaper in the 21-inch width has recently been introduced in Canada and is being manufactured along with the standard 18-inch variety. The 21-inch is new in this country, but has been standard in England and France for some time. With this paper, 1-7 less is required for a room than with the 18-inch and a consequent reduction in the paperhanger's time is noticeable.

SCOTT SUCCEEDS HAY

John L. Scott, who recently bought out the retail store of the Hay Stationery Co., at 173 Dundas Street, London, Ont., removing his own stock to that stand, has been conducting a "formal opening sale." The chief lines in this store are stationery, books, china, fancy goods and toys.

J. B. Hay has quit the retail business in order to devote more time to his stationery manufacturing business, which includes blank books, loose leaf specialties and greeting cards.

Lay-It-Away Sale of Wallpapers

Here is a piece of really good news for all who intend to repaper their homes this Spring. Most people know that wallpaper prices are rising, and anyone waiting until later will certainly pay a good deal more than at present. And we want all customers who are willing to take advantage of this special offer to read about this sale. There are two big advantages in buying now, first, we give a discount of twenty per cent. on all wallpapers except those already reduced. As an additional advantage, we will accept a cash deposit of twenty per cent., and will store the goods for you until required, providing the time limit is within the space of two months, the balance of the purchase price to be paid on delivery.

Just figure out that twenty per cent. discount will pay the cash advantage and you will realize the full advantage of buying during this sale.

The above advertisement was run by the Paquet Co. of Quebec and is reprinted for its suggestive value to the many booksellers and stationers who stock wallpaper.

Canadian Toys for Great Britain

Some Data as to the Class of Toys for Which Prospects Are Brightest for Canadian Exporters

ACCORDING to investigations made by the Dominion Trades and Commerce Department, Canadian toy and sporting goods makers have a splendid opportunity to sell large quantities of their production in Great Britain.

An extensive enquiry has been made in this district as to the products required and the firms desirous of importing from Canada. Many articles should find a sale such as skittles, ninepins, soldiers and other wooden turned toys, cricket bats, stumps, balls, building blocks, engines, motors, trains (clockwork and otherwise), steam engines, lanterns, lead furniture, tin dinner sets, and similar lines.

Canadian manufacturers may not be able to compete with the very cheapest class of German toys, but there would appear to be no reason why the market for goods of a slightly higher grade should not be extensively cultivated. The goods should be of good finish and adapted to the currency of the country.

Many firms have been communicated with and those interested in importing toys and fancy goods state as follows, the number within parentheses being the number of the trade enquiry to which reference should be made:

(54). "I am interested in toys and have imported many from Germany in pre-war days. I shall be very pleased to receive quotations from Canada with samples of the goods if possible. The class of metal toys we import includes engines, motors, trains, etc. (clockwork and otherwise), steam engines (various), magic lanterns, cinematograph lanterns. Please put me in touch with the makers as I am open to carry any suitable lines in the New Year."

(55). "We buy all classes of toys. Have not seen any samples of Canadian toys, so cannot say if of any use to us. We have no specification we can submit, but we buy all classes of toys, fancy goods, jewellery, clocks, in fact ours is a general trade without any special limit. We buy both home goods and import."

(56). "This matter greatly interests us. We have not hitherto imported toys direct from Canada, but from the United States and other friendly countries. We shall be glad if you will add our name to your list and send us information from time to time as to what goods are in the market. Beyond toys, we are also greatly interested in fancy goods, leather goods, and men's and ladies' wear of all descriptions."

(57). "We import toys, fancy goods, glass, china, enamelled ware and hardware."

(58). "We shall be very pleased to have further information respecting toys you refer to. Kindly send illustrations and lowest prices, stating best deliveries."

(59). "We have imported all kinds of toys, trains, cinematograph lanterns, magic lanterns, lead furniture, tin dinner sets, etc., for the past forty years from French and German houses. It will be very interesting to us to see what Canada can do, and if possible, we shall have great pleasure in passing an order to some of our Canadian friends."

(60). "We are interested in toys of all descriptions and should like to have particulars of the lines your friends are making. If you could let us have these particulars we could then let you know if it would be of any use for them to send us samples. The price must be free delivery."

(61. "We import all kinds of toys, fancy goods, china, glass, hardware, jewellery, fancy gilt paste, silver and gold jewellery, also leather goods such as purses, handbags, etc., photo frames, perfumes, fancy and dressing combs, stationery, glass and china vases, clock sets, toilet and trinket sets, and all kinds of fancy and useful articles in china and glass, brushes and hardware and enamel and tin goods, etc."

Any Canadians desirous of supplying the required products to the above firms can obtain their names on application to the Commercial Intelligence Branch of the Department of Trade and Commerce, Ottawa, quoting the number within parentheses.

Canadian Toy Manufacturers

In the light of the aggressive propaganda being carried on at the present time by both British and U. S. toy-making concerns, it does not do to overlook the big fight that is being waged by a small band of Canadian toy manufacturers in their efforts to establish themselves permanently in the toy business.

Canadians have no complaint to make about the propaganda being carried on by our British and U. S. friends, as it is directed against the common enemy. Indeed, the British manufacturer has showed his good-will in a tangible way to the Canadian manufacturer of toys by giving important orders to such firms as the A. C. Gilbert-Menzies Co., Limited, and the Dominion Toy Manufacturing Company, and advices received by Mr. Menzies direct from London are to the effect that the British public took up the Canadian-made toys with enthusiasm, and that the prospects of a permanent market in Great Britain for Canadian toys seem to be assured. It would seem, therefore, a little propaganda on the part of Canadian toy makers is desirable at the present time.

The Canadian manufacturer of toys seems to have started out with high ideals and has produced an article of quality that will bear competition with the manufacturers of the whole world.

All the Canadian manufacturer asks (and he is entitled to nothing less) is an even break with his competitors. The attitude of the best class of trade in Canada is one of encouragement to the infant toy industry of this country, but on the other hand there is a large section of the trade who are apathetic and who will not go one step out of their way to find out what the Canadian manufacturer has to offer.

It would be wronging the Canadian manufacturer to give the impression in this article, that they are seeking charity. The Canadian has proved to be a good sport and able to hold his own in competition with other markets. The toy manufacturers in this country have repeatedly lost many fine orders to the manufacturers of other nations, and will continue to do so in the nature of things, but their object is to win and have the trade of this country support them loyally for the lines that they do make well at as good a price as their outside competitors, which will be a means towards helping them to excel in other lines of toys that at the present time they are not able to produce as well as the British or American manufacturers.

As regards the line of toys that the Canadians can manufacture with a reasonable prospect of success, it would be advisable for them to copy the American manufacturer, who is endeavoring to produce educational and vocational toys to take the place of gim-cracks.

There is another small piece of advice which might well be offered without any ulterior motive, and that is a suggestion to take a leaf out of the U. S. manufacturers' book and assist their success with printers' ink. This is propaganda that everyone can understand.

Big Things Ahead in the Toy World

Something About the Progress That Has Been Made and the Bigger Scale of Production and Toy Selling That 1920 Will Witness

CANADA'S expansion in toy manufacturing goes on apace. Each year sees substantially increased production in this branch of trade in Canada, and it is on a permanent basis, not like the misguided outfits that essayed to travel the royal road to fortune via toy making a few years ago when honeyed but unfounded predictions were made by Sir George Foster, which induced many people to expect that easy fortunes were to be made by going into toy-making. Numerous little outfits tried but soon fell by the wayside. The firms that really knew what they were doing and established themselves along the right lines have come through with colors flying and some important branch factories of United States toy-making concerns have been among these.

Canadian-made dolls, for instance, have not only established a secure place in domestic trade, but are being exported in large quantities to Great Britain and elsewhere. The German dolls were cheap in price and cheap in make-up. They were poorly sewed, filled with sawdust and did not need much of an excuse for showing a looseness in the joints. They filled many a childish heart with pain on the day after Christmas.

Dolls of Canadian and American manufacture have glass eyes instead of celluloid eyes, firmly connected joints, and plenty of facial "character." They are called "Character Dolls."

Similar improvement is true of many other toys, such as "choo-choos," carts, games, and all novelty lines.

To a very large degree the United States has supplanted Germany in the production of toys. While Canada's output has increased to a satisfactory degree, the United States is filling about fifty per cent. of the requirements in Canada.

During the year that has just passed toys were not so plentiful as in former years. There were not enough to go round. Stocks are now greatly depleted. Strikes, shortage of steel and other troubles prevented the filling of many orders. Early purchase of the larger toys is recommended as good business for toy dealers this year. The experience they have had, however, will make such advice seem rather superfluous.

The situation on the whole is most promising for the 1920 toy trade.

The retailers will not be caught asleep again. A year ago many of them were influenced by the pessimistic croakings of people who seemed to expect to see the bottom drop out of all commercial enterprises, flooding the market with goods at greatly reduced prices. On the contrary, prices went up as the year 1919 proceeded, and now in the early part of 1920 there is every indication that prices will go still higher, while goods will continue to be comparatively scarce because of the ground that must be gained in catching up with orders already placed and to restock empty shelves in the jobbing as well as the retail business.

From this the reader will gather that there is every reason to predict that 1920 is going to be a banner year for this trade in Canada, as regards manufacturing, importing and retailing.

Retailers, facing this eminently satisfactory situation, should determine to "make hay while the sun shines" by making adequate preparations to carry on their toy business on a bigger scale than ever before. Buying and selling are equally important. If the merchant buys right he can sell right. He must buy goods that will give satisfaction in actual use as well as the price consideration. Every sale made should be looked upon as a step toward getting more business from the same customer to whom the sale is made. That is the way to build up a profitable trade. After buying right in sufficient quantities to assure a secure position for the store against competitors in the same town as well as the catalogue houses, equally serious attention should be paid to the question of displaying and advertising the goods. This should be with the object in view of making toys a year-round merchandising line. The old-fashioned idea that toys can only be sold at Christmas-time has been thrown into the discard by the progressive merchants who have kept abreast of the times in the toy trade. These live dealers are showing the way to others who have stuck to the old-fashioned way of handling the toy trade.

Some who are alert, aggressive retailers so far as books and stationery are concerned, have signally failed to see the vast strides that the toy trade has made in the past half-dozen years. More of these men are waking up every day, and 1920 bids fair to witness the greatest awakening of all.

BOOKSELLER AND STATIONER will devote more attention toward keeping this trade informed as to what is going forward in the toy-trade world.

The case of the toy-makers in England is that their machinery was commandeered by the Government for munitions purposes just when they were at a point, during the war, when they could have beaten Germany easily in the manufacture of toys. That stoppage, necessary though it undoubtedly was, crippled the industry to such an extent that they now ask for three years' prohibition against German toys.

To this Sir Auckland Geddes replied that Germany has no stock of toys to export and is not likely to have any for some years, so that prohibition is not necessary.

One of the leading toy-trade papers is said to have received a letter from a German house offering German toy manufacturers' advertising to the tune of £20,000 per annum, which suggested a clever device to bribe the paper into silence regarding a state of things in Germany contrary to Sir Auckland Geddes' beliefs.

The toy manufacturers' association is now considering the question of an advertising campaign to boost British toys.

FINGER FOOTBALL

An unique indoor table game of entirely new conception is called the "'Daisy' Finger Football." Briefly, the game consists of a table with small semicircular flaps cut out of it, and hinged thereto in pairs, facing reserve directions, each flap being connected with a separate key, which enables the player, from his end of the table, to operate any flap, and thus propel a ball from any position toward his opponent's goal.

TOY TRADE PROPAGANDA

Many German toy factories are having films made of their works and productions. These, when completed, are to be printed in all foreign languages, and used for an extensive propaganda for recapturing their former markets. It is believed that this undertaking is to have the backing of the German Foreign Office.—"Toy and Fancy Goods Trader."

BUYING IN GERMANY

"We hear from Conneberg that the buyers from the American firms of Geo. Borgfeld, Messrs. Woolworth & Co., and Messrs. Kressgy & Co. have already visited that town for the purpose of buying toys, says the "Toy and Fancy Goods Trader."

CAN NOT MAKE 100 PER CENT.

Remember, when you figure on the sale price you can not make 100 per cent. Why? Because 100 per cent. is the total of anything, and unless your goods cost you nothing you can not get the total of your sale price as margin. Study that. You will get it after a while. Meantime, here is a table which shows margins realized on an article which costs $1. If sold for

$2, the margin is 50 per cent.
3, the margin is 66 2-3 per cent.
4, the margin is 75 per cent.
5, the margin is 80 per cent.
6, the margin is 83 1-3 per cent.
7, the margin is 85.7 per cent. plus.
8, the margin is 87 1-2 per cent.
9, the margin is 88.88 per cent. plus.
10, the margin is 90 per cent.
50, the margin is 98 per cent.
100, the margin is 99 per cent.

This is the law of the profits. Take it and heed it!

—The National.

NEW WIRELESS SETS
More Ambitious Range Now Supplements the Small House Sets

Among the new productions this year of the A. C. Gilbert-Menzies Co., is an ambitious range of wireless sets for amateurs, supplementing the small house sets marketed last year.

They are also putting out receiving sets that will pick up messages with a range of 500 to 1,000 miles and transmitting sets with a range of 3 to 5 miles. The illustration shows a combination receiving and sending set.



The sale of these amateur sets is not confined to boys and youths, but is evidently popular with young ladies and grown men, particularly returned soldiers and sailors, who have had wireless experience in the Great War.

In the U. S. these sets are being widely advertised in such magazines as "Saturday Evening Post," "Popular Mechanics" and magazines for boys. This publicity is having a most noticeable effect in pulling enquiries and orders and is acting as a great spur to dealers, especially those who are on the alert for just such indications to guide them as to goods likely to have an increasing public demand.

FANCY LEATHER GOODS

Regarding the British fancy leather goods trade, an English trade, an English trade paper had the following to say in a recent issue:

"In the manufacture of leather for fancy leather goods, morocco leather, for the variety of art leathers for which Great Britain has long been famous, the war-time experience has been beneficial, and this branch of the industry is continually expanding. If, as is confidently anticipated, the fancy leather goods manufacturer rises to his opportunity, he should be able to build up a large export trade in his productions, and instead of so much British fancy leather being exported to the Continent as in pre-war days, a much greater proportion than hitherto should be absorbed by the home manufacturer and exported in the form of leather goods of all descriptions."

The Standard Distributing Co., Guy Block, Montreal, are now acting as Canadian representatives for L. Sainberg, 65-67 West Houston Street, New York, manufacturer of stationers' specialties.

News About Leather Goods

Indications of What Styles in Handbags Will Be in Evidence This Spring

THERE are some interesting new developments to be had on the Canadian market in purpses for Spring. Buyers wil find these of special interest for the Easter trade, although there is no doubt orders will be placed for earlier business, owing to the fact that there has been such a demand for all this class of goods for the Christmas season. Leather goods manufacturers state that they have never had so many requests to get last-minute goods as they have during the season just closed. The long stretch of extremely severe weather in the West slightly curtailed the buying in that part, but everywhere else, where climate conditions have not interfered, business has been phenomenal and merchants are pretty well sold out.

A decidedly new note is seen in the fashionable purses for the new season. This new style bag is called the "kodak bag." It is a flat leather purse of very fine finish and oblong in shape, the handle being attached at one of the narrow ends. The handles themselves are longer than have been the custom for some time and are suitable for slipping over the arm, as does a folding kodak case, for ease in carrying. The bag itself opens in envelope fashion and is neatly lined with silk or faille to match the outside and is fitted with mirror, eyebrow pencil, change purse, rouge box and other vanity accoutrements.

While the popular trade likes heavy, rather conspicuous leathers, those who prefer quality goods will purchase the finest of pin seals and soft, velvet-finished leathers in these purses.

It may not be generally known that ostrich skin has been tanned and used for various purposes for which fine skins have been used. The price, of course, is exceedingly high, but this tanned ostrich skin has quite a decided individuality in its graining. Possibly the strong vogue for ostrich feathers and trimmings of all kinds has been responsible for the leather manufacturers adopting this finish in their fine leathers. Therefore, we see almost the identical grain of the ostrich skin when it is pushed up into wrinkles in the new fashionable bag leathers. The grain is deep and uneven and of quite a smart appearance. This finish is to be had in beaver color, browns, blues and other shades desirable for carrying with Spring suits.

Speaking of new leathers, one manufacturer mentioned to BOOKSELLER AND STATIONER that he was called upon recently by a traveller representing a firm specializing in shark skin. Readers of BOOKSELLER AND STATIONER will remember about a year ago that this attempt to tan and dress shark skin for the various purposes for which hides have been used was described at that time and now we have the samples of the leather on the market. The fact, however, that it is exceedingly high in price forbids its use almost entirely, although the quality of the leather is said to be very fine. It is more suitable, however, for suit cases and club bags and articles of that sort, where good, heavy qualities are required. Some of the New York firms, however, are experimenting with the article and have placed on the market some initial samples. They give it the name of ocean leather. One number shown is almost square and has a flat side strap and gold clasp. The lining is silk moire.



Fashionable Bags For Spring

A popular type of avenue bag is shown at the left. It is of patent leather with wide stripe. This one has no interior fittings, but is gotten up for general purposes.

In the centre is a new canteen vanity bag. It is of fine grained patent leather lined with gold color faille and fitted with mirror, purse, nickel puff box, lip stick and hair-pin boxes and handkerchief pocket.

One of the new kodak bags is also illustrated; it is in kebu grain with figured satcen lining, and is fitted with oval mirror, purse and small nickel-covered shopping pad with pencil. It has three compartments, stamp pockets, etc.



Books

WANT LONGER DISCOUNTS

Winnipeg, Jan. 23.—In Winnipeg the retail booksellers have an active section of the Retail Merchants' Association of Canada. Their last meeting was at a luncheon at the Olympia Hotel on Thursday, Jan. 22.

Book Discounts was the chief subject discussed, and it was the feeling of the meeting that the discounts allowed the trade were inadequate in view of the increasing cost of doing business.

The section put itself on record as standing out for a minimum discount of 40 per cent. on all books, excepting school text-books.

It was contended, allowing for freight or express, that this really meant only 30 per cent. to 33 per cent. when the goods were landed in Winnipeg.

There was considerable criticism of the policy of Canadian jobbers being given exclusive rights on the sale of any book, or series of books, unless such an arrangement carried with it a guarantee of prices fair to the retail trade.

Instances were quoted of good trade being worked up for some particular book, or series of books, imported direct, only to have a Canadian jobbing house step in between publisher and retailer, the profits obtainable by the retailer being thereafter considerably cut down. One instance quoted was of a $5 book sold to a bookseller in Canada at a price $1.20 higher than the price at which book could be purchased from the U. S. publisher. This meant more than a dollar tribute, even after due allowance for the exchange rate. Of this book the sales in Canada are said to exceed over 5,000 copies a year.

The question was introduced as to the advisability of forming a co-operative buying association, if satisfactory discounts could not be arranged, the idea being to have the principal booksellers throughout Canada act together, engaging a live agent, thoroughly conversant with the buying of books direct from publishers. Then entire editions could be bought and distributed at cost, plus a small percentage to cover the expenses of a central office.

It was decided to acquaint all dealers in Western Canada with the proceedings of this meeting.

What Jobbers Say

Two or three of the wholesalers were interviewed briefly as to their views on this situation. George McLeod pointed out that the jobbers were making less money to-day than before the war. They had held down prices and increased the discount on small quantity orders, realizing that the retailers were up against new handicaps. Prices were going still higher, as would be realized by April. Any member of the trade in touch with U. S. publishers realized this full well. There was greater necessity than ever before for the utmost co-operation between jobber and retailer. The solution of the main difficulty was to base selling prices on actual costs, the same as other lines of merchandise.

Thomas Allen said the jobbers were interested in all that affected retailers, because what they wanted was pleased customers. To help the price situation, no prices were being stamped on book jackets this season. Mr. Allen pointed out that it was the jobber who bore the loss occasioned by the exchange situation of 1919. In reference to the discount situation, he thought there was a tendency to confuse terms. One-third discount was the same as one-half advance. For instance, book listing at $1.50 at 1-5 off cost the dealer $1.00, and in the case of an article costing the dealer $1.00, upon which he wishes to add 50 per cent. profit, the selling price became $1.50.

In the opinion of John McClelland, of McClelland & Stewart, if any readjustment was to be accomplished the question would have to be approached in the proper spirit by both publishers and booksellers. Some booksellers seemed to take the attitude that there was no place for the jobber and labored under the impression that they were paying the jobber for services, whereas facts, which could easily be proved, were to the contrary. The Canadian jobbers had saved the retail booksellers of Canada a great deal of money, time, trouble and worry.

The population of Canada was so small and operating expenses so heavy that it was necessary to combine jobbing and publishing in order to do a profitable business. That no exclusive book jobbing house or co-operative book house could operate successfully in Canada was his strong conviction. Neither could a house restricted to publishing books for selling through the trade, carry on without the adjunct of a book jobbing business.

One remedy would be to advance list prices in Canada to a basis that would allow a better working margin for the retailer. Consumers in Canada were used to paying higher prices in other lines than what the same articles sold for in the U. S. Why should books be excepted?

The costs of operating were so heavy that it would surprise and open the eyes of some dealers harboring the idea that a co-operative buying association would solve their problems. Mr. McClelland's conclusion was that higher prices and bigger turnover provided the remedy.

BEST SELLING BOOKS IN CANADA

Fiction

Re-Creation of Brian Kent, Wright..	81
Rainbow Valley, Montgomery	68
Sky Pilot of No Man's Land, Connor	61
Great Impersonation, Oppenheim	56
Lamp in the Desert, Dell	55
Helena, Ward	44

Non-Fiction

Rhymes of a Red Cross Man, Service	50
Flanders Field, McCrae	37
Young "Visiters," Ashford	23
Punch's History of the War	22
Canada's Hundred Days, Livesay	15
Industry and Humanity, King	13

READING INCREASES

Notwithstanding the fact that the Toronto public libraries were open only 11 months during the past year on account of the smallpox epidemic, statistics in the report of Dr. George H. Locke, Chief Librarian, show an increase in the use of books of 80,000. The increase brings the total number of books circulated up to 1,369,180, and analysis of these figures show that only a little over 50 per cent. of the books were works of fiction.

MERMAID

Grant Overton's latest romance is "Mermaid," a most engaging love story with unusual situations.

THE GRAY MASK

A new kind of detective, one who makes mistakes and has a boy's heart under his badge, is introduced by Wadsworth Camp in his book, "The Gray Mask," just out.

RED BELTS

Hugh Pendexter's "Red Belts" is a tale of the early days of Tennessee, when it was looked upon as the "Far West." A renegade's ambition to become an emperor is the theme.

JUNGLE TERROR

A jungle tale of South America is Harvey Wickham's "Jungle Terror," in which, facing death many times, a secret service agent foils a gigantic plot to destroy the world, a demoniacal man having fashioned a terror of flame and thunder, before which the very beasts fled.

BROMLEY BARNES AGAIN

A new Bromley Barnes detective story by George Barton is in train for publication. Its title will be "The Pembroke Mason Affair."



Selling Points About Timely Books

LORD HALDANE'S BOOK

"Before the War" is an after-the-war book that looms up as one of major importance. Its author is the much-abused, but heroically patient Lord Haldane. The book appeared in London on January 15. The "Daily Telegraph" in dealing with it editorially supports Lord Haldane's contention that Germany came to grief through attempting to be strong at sea as well as by land, and points out that when the question is asked if "we were prepared," it must be remembered that the British fleet had already taken up its war stations before the German ultimatum of August, 1914, had expired, and also reminds its readers of the saying that the "Empire floats on the sea.

The "Daily Telegraph" further believes that Lord Haldane was justified in drawing attention to the fact that Britain fulfilled its contract to the French by mobilizing without a hitch an expeditionary force and the territorials. "We believe that history will honorably acquit this country of being unready for the ordeal," says the "Telegraph."

A POET AT FOURTEEN

The latest literary sensation in London is Annette Bryce Wilson, a volume of whose poems were recently published. She is fourteen years old.

HAPPY-GO-LUCKY

Ian Hay's "Happy-Go-Lucky" is to be produced in its stage version in America. Under the title of "Tilly of Bloomsbury" the play has made an enormous success in London, and its author has been in America for the last two months superintending the rehearsals of the American cast.

STELLA BENSON

"Living Alone," by Stella Benson, is described by the London "Times" as "an exquisitely fantastic absurdity, full of beautiful ideas, beautiful imaginings, beautiful feeling. A study in faery fancy of the phantom dwelling places of the souls of 'all alone people,' that is at the same time a satire on the artificial life of the gregarious crowds."

THE 1919 SHORT STORIES

"The Best Short Stories of 1919," a January issue, is dedicated to Anzia Yezierska. Her story, "The Fat of the Land," is considered by Mr. O'Brien as the best short story which appeared in American periodicals from November, 1918, to September, 1919.

BOOK ON ICE CREAM

Professor Walter W. Fish has written The Book of Ice-Cream, a new volume in the Rural Text-Book Series, of which Professor Liberty H. Bailey is editor.

THE NEW SOCIAL ORDER

A new order of living is necessary; economic pressure and idealistic impulses are bringing it nearer swiftly. What principles will shape it and what programs of to-day approximate it? Professor Harry F. Ward of Union Theological Seminary considers the answer in his new book, The New Social Order.

GRAHAM AND HUDSON

Neil Munro, in the Glasgow "News," said recently: "I should plump for Stephen Graham and William Henry Hudson as the greatest stylists among living writers."

ANNE AND POLLYANNA

Mary Miles Minter has portrayed fascinatingly the adorable heroine of "Anne of Green Gables," appearing on the screen now in all parts of America, and Mary Pickford, who is engaged in preparing "Pollyanna," says enthusiastically that it is the best picture she has ever made. To celebrate the success of these two well-known and beloved heroines in filmdom there will be published soon a Mary Pickford edition of "Pollyanna," and a Mary Miles Minter edition of "Anne of Green Gables." Both of the books will be profusely illustrated with half-tone reproductions from the motion picture productions and each will have on the cover jacket a portrait reproduced in full color of the Mary who is playing the story on the screen.

MRS. ASQUITH'S BOOK

That the memoirs of Mrs. Asquith, wife of the former British Premier, will be readable, goes without saying. This book is to come in the forthcoming season, and advance speculations are to the effect that there will be wigs on the green. Her memoirs are very likely being awaited with anything but pleasurable anticipation by a number of England's "governing classes."

CONDEMNS "MARY OLIVIER"

Canon D. Russell Smith, rector of Saint Paul's Church, Fort Erie, Ont., has resigned from the village library board because his colleagues have refused to withdraw from circulation May Sinclair's novel, "Mary Olivier." The Canon's objection to the book is that it "teaches disrespect for parents, condones immorality and dishonors God." The controversy has been raging for many weeks, making "Mary Olivier" the most popular of the 4,000 volumes in the Fort Erie library, although, according to the "Welland Telegraph," the village folk who have read it say that it is not easy going for minds which have been trained on Robert W. Chambers and Harold Bell Wright.

GOES TO LONDON

Arthur Beverley Baxter, author of "A Blower of Bubbles," has left Toronto for London, where he becomes an editorial writer on "The Daily Express," Lord Beaverbrook's paper. His novel, "Parts Men Play," after running serially in "MacLean's Magazine," will be brought out in book form.

BRIEF WAR HISTORY

The Story of the Great War, by Roland G. Usher, is now ready. It is written in a vivid, simple, and interesting style. The arrangement is especially clear and the book is provided with illustrations, maps, charts, diagrams, and tables.

WILSON AT PARIS

Ray Stannard Baker, head of the United States official press service at the Peace Conference, has writen the story of "What Wilson Did at Paris." This volume is one that has been awaited with particular interest. More probably than any other American now at liberty to talk on the subject, Mr. Baker is qualified to tell his story.

PETER

The latest book by the renowned English preacher, F. B. Meyer, D.D., is "Peter: Fisherman, Disciple, Apostle." It follows other worthy biographies of Biblical saints by the same author.

In twenty-five chapters of absorbing interest, the story of the great Apostle's strenuous life is told in clear and imaginative style, with striking present-day application.

To this latest work Dr. Meyer has brought the fruit of a life-time's experience and reading, as its perusal will abundantly prove.

The book is published by Morgan & Scott of London.

Seumas Macmanus, the Irish novelist, was in Toronto for a brief visit in January and gave several addresses while in this city.

HAROLD McGRATH

"The Man With Three Names" is the title of Harold McGrath's new mystery story that ends only when the book ends, and at the crest of a tidal burst of emotions. It is a return from spies and plotters to the mystifying and fascinating men and women, the stirring scenes of the writer of "The Man on the Box."

STRONG HOURS

One of the outstanding novels of the midwinter book season is "Strong Hours," by Maud Diver, an English author who has come most rapidly to the fore. This book presents the lesson that strong men count for more than institutions in the development of the world, and great leaders more than collections of people.

The plot concerns the experiences of the Blounts of Avonleigh during a decade or more, including the years of the Great War.

The reader will not soon forget Derek Blount, unselfish to a chivalrous degree; he is that high type of the sturdy young Englishmen to whom honor is more than life or happiness.

The story is a moving one, full of living characters who will be indelibly imprinted on the reader's mind. It is a brilliant picture of those strong hours, perhaps the most momentous hours in the history of the world.

A RANCH NOVEL

"The Ranchman" is another new Western tale by Charles Seltzer, who knows how to produce a gripping story. This book appeared in January.

OPPENHEIM

E. Phillips Oppenheim lives up to his best form in his latest novel, "The Great Impersonation," published last month.

MARINE FICTION

"On Great Waters" is a stirring and most entertaining new novel by a clever writer, Frank H. Shaw. It is a January issue.

ADVENTURE

"Bartimeus," who scored so successfully with his war stories, is represented in January novel issues with "An Awfully Big Adventure."

THE WEST

A new story of the expansive West that will strongly appeal to lovers of out-door life is Florence Ward's novel, "The Singing Heart," which has just appeared.

ABDULLAH

Achmed Abdullah has a new detective book out this month, entitled "The Man on Horseback." This writer is gaining a good following, because of the enthralling interest he works into his mystery tales.

THE SHEPHERD OF THE SEA

Henry Leverage's new novel, "The Shepherd of the Sea," is suggestive of Jack London, a tale of the North, or snow and hunger and of strong men. The shepherd, semmingly a hopeless tenderfoot, turns out to be a fighting missionary.

PACKARD AGAIN

"From Now On" is a new novel by Frank L. Packard, which has just been put out by the Copp Clark Co.

It is a well-told story, absorbingly interesting, and suggestive of the Jimmie Dale tales which proved so popular.

NEW AND FORTHCOMING

Next Fall there will be a new novel by Sir Gilbert Parker.

"Glinda of Oz" will be the title of the 1920 Oz book. These books, by the way, will all be advanced to $2.00 this year.

MYSTERY NOVELS

Detective tales are ever popular, and William J. Flynn's latest, "The Barrel Mystery," will prove no exception.

"The Bite of Benin" is another new detective story just ready, a full-length novel, the work of Robert Simpson.

Still another new one just out is "The Disappearance of Kimball Webb," by Rowland Wright.



W. M. CURRER.

Who has been appointed manager of the Canadian branch of the John C. Winston Co., with headquarters in Toronto.

Fred Thomas, who conducts a news store in the Temple Building, Bay St., Toronto, has the sympathy of the trade in the loss of his wife, who was killed by being struck by a street car in Dundas street, during the heavy snow-storm which raged on the evening of Jan. 16. Mr. Thomas was formerly an employee of the MacLean Publishing Co., in the composing room. His little son, who was with his mother at the time of the accident, was injured and was taken to a hospital, but, fortunately, is recovering nicely.

Through the instrumentality of the Great War Veterans of Trenton, Ont., that town is likely soon to have a free public library.

PERIODICAL NOTES

Maclean's Magazine enters on a new era with the February issue of 1920. From that time on, it will be published twice a month—on the first and fifteenth. Uuder the new arrangement, the magazine is going to be better, brighter, and more vital than before. The editorial program mapped out for 1920 is a remarkable one, and includes some new features. Janey Canuck will commence in February a series of articles dealing with the illicit traffic in drugs. An interesting new feature will be a series of biographical sketches of men—and women—from all parts of Canada who have done something worh while, and who have a story to tell. To handle a series like this, adequately, Maclean's has increased its editorial staff, so that one or two writers of note will travel over the Dominion interviewing interesting personalities and gathering unique stories which will be read with deep interest by every reader. Four splendid serial stories have been purchased, to appear this year: "The Parts Men Play," by Arthur Beverley Baxter, a rising young Canadian writer; "The Small Town Woman," a novel of life today, by C. W. Stephens; and W. A. Fraser will again fascinate with a fine new Bull-Dog Carney story.

"The Dial," formerly published fortnightly in Chicago, and latterly in New York, is now a monthly and in its general make-up is quite different from the average run of American magazines. It is more like such staid reviews as Blackwood's, but is illustrated, half-tones and line drawings being reproduced on special pages of coated stock, while the text is printed on book paper. The first of the monthly issues, January, presents a most creditable appearance and an array of literary contents rich in merit. It is edited by Schofield Thayer, with Clarence Britton as associate editor. The managing editor is Stewart Mitchell.

The December "University Magazine," a quarterly, completes its eighteenth annual volume.

A ten per cent. advance in cost to the trade of many of the United States periodicals took effect at the first of the year. Most dealers have advanced their selling prices for these magazines accordingly.

Another advance that conditions have forced this year is that of the well-known series of Van Dyke books, from $1.50 to $2.00 per volume.

Curwood's "River's End," which has been unavailable since the day before Christmas, is out in a new edition, and the demand from the trade is keeping up remarkably. The same is true of Thurston's "World of Wonderful Reality."

From Crowley, the Magazine Man of New York, comes the annual issue of Crowley's Subscription Guide. It lists leading magazines and newspapers of the United States and Canada. The catalogue comprises 44 pages.

To Get More Books Into the Homes

Details of an Aggressive Plan of Action for Booksellers to Boost the Sales of Children's Books by Special Drives

IN the course of an interview with John McClelland, of McClelland & Stewart, he spoke in enthusiastic support of the movement inaugurated in the United States for the promotion of year-round selling of books, regarding which he had heard a great deal when in New York recently.

It has often been said that December constitutes one-fifth of the bookstore's general business, but one-half of the children's book business. This surely does not need to be, as many successful experiments have shown. Children read the year round, and parents can be easily taught to consider the reading needs of the boys and girls in its wider aspects.

Mr. McClelland thought that Canadian booksellers should be able to set the pace in selling children's books if they will but study the possibilities of making it a year-round business.

One of the first essentials is that someone in the store or department should take particular charge of this feature of the business. The better the manager of the children's department, the surer will be the results. Those who have usually allowed their selling of children's books to lapse after Christmas because of lack of any manager in that department, should carefully consider a better ordering of this condition. If a competent person is given a good stock, a good place in the store, good lights, counters, display facilities, an occasional window display, a special mailing list and a small advertising appropriation, a good start has been made toward a successful year round business. The sales of this department will be a clear gain to the year's totals and the store will be enabled to attract a class of customers that appreciate this sort of service, as well as being able to build the tastes of young people, so that they will be the buyers of the future.

"The committee of the American Booksellers' Association having this campaign in charge have made three special suggestions for children's book campaigns for the next three months," said Mr. McClelland. The first of these is to be devoted to American history and American heroes. This is set for February. In Canada this must, of course, be changed to works of dealing with Canada and great figures of our own country.

Next comes Out-of-Doors Week (April 26 to May 1). In this campaign books of sports, games and nature study are to be featured.

The third is Summer Reading Week (June 28 to July 3).

Applying this, the immediate move for the retailers is to make February Canada's Month in the book trade. February is an indoor month for children, when they are naturally interested in books.

The schools will give unusual emphasis to Canadian history this year, and the libraries will be more than willing to co-operate in such an effort. There is no limit to the ways that might be devised for a co-operation in summer reading needs of the boys and girls.

Out-of-Doors Week

In planning for the week of out-of-door books, the dealer will obtain helpful co-operation from the Boy Scouts and Girl Scout leaders, who are at that time anxious to emphasize the call of the out-of-doors. Although customers may not start on their vacations until later, it is in the spring time that the pull of the open country, of camping, of nature study, and travel, is most keenly felt. This campaign can be made to work side by side with a similar emphasis on adult books in the other department. The publishers with books of this character will offer helpful material for the window and the paraphernalia of out-of-door life offers supplementary decoration for window or department entrance. Many features could be worked out to get for this week special attention in any city.

Summer Reading Week

For several years successful dealers in children's books have been finding increased demand for story books for boys and girls at vacation time and have made special drives to secure the attention of the parents. During the summer holidays children are omnivorous readers. Many go to the country where they are far from their usual supply, and parents who have their children's good in mind need only to be solicited to show interest in the reading needs of their young people. Special methods can be found to reach parents who are just starting for the country, or to reach boys and girls who are just winding up their school year.

THAT DAMN Y

The extraordinary spectacle is presented this month of a book appearing with the endorsation of the Y. M. C. A., with the remarkable title of "That Damn Y." The title does not sound quite so extraordinary to those who were at the front in France, who recall the frequency of the use of that term over there. This book, by the way, has to do especially with the Y. M. C. A. as conducted in connection with the American Expeditionary Force. The author is Katherine Mayo.

HOCKING'S LATEST

The latest Joseph Hocking novel, "The Everlasting Arms," lives up to the high standard of fascinating interest set by the many previous books of this eminently popular novelist. This book has recently been put out by Hodder & Stoughton, Limited. An evidence of its timeliness is that adventures in Bolshevist Russia are embodied in the tale, which, besides setting forth stirring experiences, presents an engaging romance typical of novels by Hocking.

AVONLEA AGAIN

Nathan Haskell Dole has compared Miss L. M. Montgomery's "Avonlea" to Longfellow's "Grand Prè," in an appreciative introduction which he has written for her fifth book about the people of Prince Edward Island, "Further Chronicles of Avonlea," about to be published. Mr. Dole, who is the author of "The Spell of Switzerland," one of the famous Spell Series, and the editor of several scholarly editions of the "Rubaiyat," predicts that these new Chronicles will be received with as great pleasure as Miss Montgomery's earlier tales, and adds. "There is something in these continued 'Chronicles of Avonlea' like the delicate art which has made 'Cranford' a classic."

THE CANADIAN ALMANAC

A most creditable production is the 1920 edition of "The Canadian Almanac," edited by Arnold W. Thomas and published by the Copp, Clark Co. This is the 73rd annual issue of this invaluable Canadian compendium. Booksellers in introducing the volume to people not as yet as familiar with it as they ought to be might point out that it presents besides standard statistical information Canadian character, such information as the Income War Tax Act, with latest amendments and a brief history of the World War. Especially valuable are the pages giving the Canadian Customs tariff, complete lists of Canadian Post Offices, postal data, and information about patents and copyrights.

In John Murray's two-shilling library has just appeared "The Nebuly Coat," by John Meade Falkner. It is a book of 318 pages, in good readable type.

NEW PUBLISHING HOUSE

A new publishing house, Leonard Parsons, Limited, is shortly to start business in Portugal Street, London. The managing director, Mr. Leonard Parsons, has been connected with a publishing firm—that of Eveleigh Nash—since it came into existence in 1903; and he will have associated with him Mr. Maurice A. Marston, who, since his discharge from the Army, has been engaged in publishing.

Broadening the Scope of Bookselling

Third of a Series of Articles on Developing Sales of Books With Special Classes—Business Books a Profitable Field

IN THE past few years business books and technical books have come so rapidly to the fore that it is no exaggeration to say that through this medium bookselling as a profitable vocation may be rehabilitated so as to rank with the prosperous times which the book trade used to enjoy a generation or more ago. Books on business are a new development, and technical books, which have for half a dozen years been coming to the fore, took a big place in the book trade, with the big demand that came from soldiers seeking to take up new courses of study to fit themselves for new posts upon being demobilized.

Booksellers should exert care to buy business books wisely. Some rather poor stuff is being palmed off on a gullible world, but fortunately an increasing number of well-balanced hand-books dealing with all phases of business methods are being brought out each succeeding year.

The modern business man realizes that accounting is as exact a science as the mathematics on which it is based; that retail salesmanship has tactics and strategies as carefully worked out as those of the art of war and solidified into as generally accepted practice; that advertising depends, not on luck, but exact knowledge; that credit has its rules and laws quite as fixed and defensible as those of bridge-building.

This change of attitude has stimulated first magazine, and then book treatment of commercial and business problems. It has also made the task of selling such books a comparatively easy matter. No business man will grudge for one minute the cost, or hesitate over the purchase of a book that he believes may help him make more money. The bookseller's problem is simply to call his attention to the book, by word of mouth, by 'phone, by personal letter or post card, and by newspaper publicity.

Don't waste your ammunition. Make sure first that the new book, whatever it is, is really authoritative, new, vital and intrinsically worth while. Then notify only the men who will be really interested in it; the more specialized it is, the fewer but the more certain the possible sales.

In a book intended for retailers, entitled "Attracting and Holding Customers," edited by Wheeler Sammons, executive editor of the A. W. Shaw Co., of Chicago, much of value is presented for the retailer who wants to know what other successful retailers have found out through years of experience about contact with customers. After all, it is the customer, actual or prospective, who makes or breaks any business enterprise. There is, for one thing, the question of how much to spend for publicity. It's a question that deserves considerable thought—and one that few men would want to decide without advice. One chapter tells what 1,000 concerns decided about their advertising appropriation, gives the actual percentages of advertising to net sales in all kinds of stores, hardware, drugs, jewelry, dry goods, and so on. And it suggests in addition how to apportion appropriation to the various advertising mediums, how to apportion it to the departments or lines of goods advertised, what items to charge to the advertising account, how to handle donations, how to estimate what window space is worth, and so on.

The book contains also plans for making publicity pay, developing a business personality, locating prospects, sizing up the field, choosing the right medium, meeting mail-order competition, finding the selling points of merchandise, making publicity timely, arousing the customer's interest, and cashing in on dull periods. And the appendix contains additional material on special sales, anniversary, harvest, spring, employees, and so on.

The book, which is one of the Shaw Retailing Series, tells, not what may be done to attract and hold customers, but what has been done by progressive, profit-making retailers all over the country.

It is illustrated with 75 photographs, and charts, and contains 230 pages.

Another volume of similarly strong appeal to wide-awake retailers, also edited by Mr. Sammons, is "Making More Out of Advertising."

Practically any retailer will agree that it is important and necessary to the success of his business for him to answer adequately the question of advertising; when to advertise, how to advertise, and where to advertise.

Dealing with the actual preparation of the advertisement, the first chapter, "Writing Copy That Pulls, takes up, among other things, the importance of truth telling, how to use restraint effectively, why it pays to keep scrap books of your advertisements, how to get the personal touch, when "smartness" becomes dangerous, and in addition the results of an investigation to determine what sales methods appeal most to women.

One chapter, Illustrations That Attract, shows just how to choose illustrations that will bring dollars into the cash drawer; it tells, too, how to make color work for you, how illustrations can express personality, and, not the least interesting point, a number of advertisements are reproduced, commented on, criticized, and improvements suggested. There's a chapter on layouts—there's a chapter on type—one on letters and booklets, another on mailing lists, another on checking up the results.

And especially valuable is the material on the mechanical side of advertising, how to select cuts judiciously, the ins and outs of line engravings, zinc etchings, half-tone engravings, when it pays to use hand-stippled cuts, the advantages of the Ben Day process, and everything else the advertiser needs to know about the preparation of cuts, the mechanical side of typography, the preparation of electrotypes, and so forth.

DEATH OF W. R. ANDERSON

The death occurred in Chicago on Jan. 17 of W. R. Anderson, vice-president of the P. F. Volland Co., with which he had been associated since its establishment in 1908. He had for many years had charge of the New York branch and had gone to Chicago to assist headquarters in the matter of fall and Christmas lines.

AUTOMOBILE REGISTRATIONS IN THE DOMINION OF CANADA

Year	Ont.	Sask.	Alta.	Man.	Que.	B.C.	N.S.	N.B.	P.E.I.	Total
1903	220	.....	.....	.....	.....	.....	....	....	...	220
1904	535	.....	.....	.....	.....	.....	....	....	...	535
1905	553	.....	.....	.....	.....	.....	....	....	...	553
1906	1,176	.....	41	.....	.....	.....	....	....	...	1,217
1907	1,500	54	55	.....	254	175	62	....	...	2,100
1908	1,700	36	45	412	296	263	45	104	...	2,901
1909	2,400	149	275	662	485	504	69	167	...	4,711
1910	4,200	530	423	1,524	786	1,026	148	299	...	8,937
1911	11,339	1,304	1,631	2,599	1,878	2,220	228	483	...	21,682
1912	16,266	2,268	2,505	4,770	3,535	4,289	456	700	...	34,789
1913	23,700	4,659	3,773	5,406	5,452	6,138	511	824	26	50,489
1914	31,724	8,027	4,728	7,001	7,413	6,668	544	1,260	30	67,415
1915	42,346	10,225	5,832	8,027	10,112	7,440	971	1,900	35	87,673
1916	54,375	15,600	9,703	11,953	15,347	8,576	1,728	2,986	50	120,318
1917	84,353	32,500	20,800	17,333	21,702	11,386	5,678	5,249	301	199,302
1918	109,374	47,239	29,500	24,389	28,333	15,828	8,103	6,475	481	269,722
1919	**139,288**	**54,792**	**34,000**	**29,163**	**29,183**	**19,500**	**9,900**	**8,061**	**999**	**324,886**

The significance of this table for booksellers is that the potentialties of the automobile book market increase in proportion with the stupendous growth of the number of automobiles in Canada.

Board's Powers Are to be Defined

Retail Merchants Bring Matter of Board of Commerce Activities to a Head at Ottawa—Supreme Court to Sit on the Case; Counsel for Argument to be Selected by the Government.

AT ITS February sitting the Supreme Court will define exactly the powers of the Board of Commerce and counsel will be selected by the Government to argue the case. This issue, which has been brought about by the retail merchants of the Dominion, is considered of great importance, for if the constitutionality of the board's powers and the right of Parliament to delegate such wide authority be successfully attacked, much of that body's utility will disappear.

Within the past two weeks various important business organizations representative of both retail and manufacturing interests made it unmistakably plain to the Government that the workings of the Board of Commerce are meeting with anything but their approval.

Those interested in challenging the activities of the Board of Commerce, it is stated, include such organizations as the Canadian Manufacturers' Association, the Retail Merchants' Association, the Canadian Credit Men's Association, and other organizations.

Will Find Out

In the meantime the Board of Commerce, on its own behalf, has submitted to the Supreme Court of Canada a stated case and asks that the tribunal establish the Board's jurisdiction.

At the meeting to-day a delegation from the Dominion Board of the Retail Merchants' Association of Canada, which is holding its annual meeting here, presented a resolution which had been adopted and which included the following:—

First—That the Board of Commerce be reorganized and that its personnel consist of a consumer, a producer, a manufacturer, a retailer and a chairman with judicial experience. They recommended that Judge Robson retain the latter position. By implication it would appear that they desire the removal of W. F. O'Connor.

Second—That the board be reconstructed to take the nature of an Inland Trade Commission, one of whose duties it would be to regulate the operations of wholesalers who refuse to sell to certain retailers and to supervise all agreements between wholesalers and retailers. The recommendations of the delegation in this regard were somewhat vague.

Third—That the price-fixing functions of the Board be abolished on the ground that the exercise of them constitutes a restriction on trade and production.

Have Found No Combines

The resolution claims that the investigations of the Board in regard to retail merchants have not disclosed any combines or excessive profits; that the element of competition among retail merchants prevents undue profit making; that conditions of merchandising in the various parts of Canada are so varied that no general regulations as to margins of profit can be made which will be fair to the merchants and the consumers; that the orders of the Board of Commerce have resulted in a great deal of disturbance in retail trade circles and that the uncertainty as to what further orders will be made from time to time is still more disturbing not only to retail merchants, but to manufacturers, wholesalers, bankers, the laboring classes and consumers.

They Have Suggestions

A series of further suggestions as to "How the Board of Commerce would be of greater service to Canada," were made by the delegation. These were, mainly:—

The Board of Commerce should meet properly appointed committees from the Canadian Manufacturers' Association, the Wholesale Merchants' Association, the Retail Merchants' Association, the United Farmers and other organized commercial bodies to secure proposals how trades could be improved by proper regulations.

Instead of the court attempting to dictate to the commercial classes how they should conduct their affairs, they should become a useful court to decide on the evidence laid before them on any commercial matter.

Should Give Reasons

All agreements made either by manufacturers among themselves, between the manufacturers, wholesalers or retailers, etc., should be laid before the Board of Commerce, and, if necessary, parties should appear to give reasons why the agreements were made.

All price-contract agreements regarding trade-marked goods should be laid before the Board for final ratification.

That charges could be made to the Board by any person subjected to unfair and unethical methods of trading, and those engaged in unfair practices dealt with.

Further suggestions made were that the Board should be given authority to make recommendations to the Government if any commercial legislation is found to be operating unfairly; that all agents or subsidiary agents in connection with the Board should be abolished; that all classes of the community buying or selling merchandise should come under the operations of the Board; that the Board should devote their time to seeing that the proper channels of trade are not interfered with, and that all statistical reports in connection with commerce should come under the direction of the Board.

No Excess Profits

Joseph Banfield, of Winnipeg, who presented the case, declared that the Board had found no excess profits or unfair dealing among the retailers. It was useless to seek to redress a wrong which did not exist. "It is not so much," he said, "what the Board does as what it threatens to do which injures us and that injury affects the wholesaler, the manufacturers, the banks and everybody else."

Sir Henry Drayton asked what was meant by threats.

"We hear of a man being threatened for selling sugar at a cent or so over the fixed price," said Mr. Banfield. "The Board appears to go after us retailers because we are closest to the consumers."

Asks Court Questions

In the meantime the Board is submitting the following questions to the Supreme Court of Canada:

1. Whether or not Section 17 of the Combines and Fair Prices Act is intra vires of the Parliament of Canada. This section deals with the undue accumulation of necessaries of life.

2. Whether or not the Parliament of Canada has power to establish a court of record or any other hearing or determining body.

Question of Penalties

3. Whether or not the Parliament of Canada has power: (a) to impose penalties for the acts or omissions which are declared to be offences; (b) to authorize and require the superior courts of a Province to record and enforce the orders of the Board.

4. Whether or not the Board has jurisdiction to decide as to what shall be deemed an unfair profit upon transactions of sale of necessaries of life which transactions are originated and completed within a Province.

5. Whether the Board has power to decide what shall be an unfair profit in transactions of sale of an interprovincial character.

6. Whether or not the Board may restrain or prohibit persons from exporting commodities being necessaries of life from Canada, or from one Province to another in cases where the practice of so exporting is in the opinion of the Board designed or calculated to unfairly enhance the cost on price of such commodities.

At the annual meeting of the Retail Merchants' Association, attended by more than 600 delegates, among other subjects discussed was that of the co-operative stores, and a resolution was passed voicing the strong opposition of the Association to any legislation which would give these stores any special advantages which would be detrimental to the retail trade of the country.

THE "BIG THING" IN SELLING

The One Rule That Has Stood the Test of 50 Years' Experience in Managing Salesmen

By E. C. SIMMONS

Reproduced by courtesy of "System"

TRAINING men to sell has been a part of my work for more than half a century. We began with 1 salesman and have gradually worked up to about 600. That is the size of our sales force to-day—and as long as a salesman is with us he never quite escapes the instruction. I have followed the work of all these men closely, and modified the teaching according to the results they were getting, until to-day it is close to 100 per cent. the outgrowth of demonstrated needs. And if I were asked what I teach mostly, in all truth I would have to say that I teach companionableness.

This Goes Deep

Of course, this goes deep. There is no companionableness, none worth mentioning, without the fundamental business virtues. It breaks down and vanishes without knowledge, honesty and service. It must be accompanied by an intelligent and conscientious regard for the customer's interest and one's own. to be any good at all. So that in teaching these things, I have taught companionableness.

But after a man knows his line, and understands the principles of selling and service, something still is needed to make him companionable and a real salesman. And this something, while it may at times appear trivial and altogether irrelevant, is nevertheless of the greatest importance, and, I know from experience, it is one of the hardest things to teach.

Part of Training

It is the part of the salesman's training that enables him to find his customer's level and bring his merchandising message right there. My experience has been that salesmen most often fail in just this. They have not learned how to be ordinarily agreeable and interesting with their customers.

I find that a great many more men want to be companionable than know how. And not a few think they are so when they are not. It is surprising how many men have been brought up in good homes, gone through good schools. and even spent years in business, without having learned the rudiments of it.

Must Look Happy

Sometimes intelligent men look at me sourly and speak of the importance of being good mixers. They would like to be popular and yet they look glum. It can't be done that way. The first lesson in companionableness is to look happy. I tell our men to get their good nature on the outside of them; nobody can see it when it's down in their boots.

And I realize that they cannot do this to the best advantage without the help of the boss.

Not long ago I had an interesting talk with a man who now has a large business of his own, but who was formerly with us.

Can Always Find a Chance

"You told me something 20 years ago," he said, "that has stuck with me ever since. I had written a letter to some of the salesmen and brought it to you for criticism before sending it out. After you had read it, you said:

"'It's good, but you forgot one thing. You forgot to encourage them. There is always some ground for encouragement. You could at least have told them that they were faithful.'

"It was one of my great lessons," he said, in simple appreciation.

No matter what cautioning or correcting I have to do, I always make the most of every opportunity I can find for encouragement. And the pay envelope is one of the best opportunities.

Salaries Are Good

Our salesmen's salaries are good, many of them earn bonuses, and at the end of the year their records are carefully gone over so that we may catch anything that may justify further payments.

This, I can see, is building contentment, and therefore companionableness.

But there are several other things besides a long face, things just as easily avoided, too, that keep salesmen from getting merchants to warm up to them.

Any little display of greenness will do it. I have known new salesmen to lose good customers simply by having to look up something in the index of the catalogue, instead of turning directly to the page they wanted. One of the first things we have salesmen do is to learn the index by heart. It is a small thing, but one of those small things that count big.

Slow to Change

Merchants are mighty slow to change these bad first impressions. For this reason, we seldom break in a new salesman in the territory he is to have permanently. We let him make his mistakes somewhere else, and then leave them behind him. When he goes to his permanent customers, he is experienced.

Big-headedness is one of the worst non-conductors of companionableness. I find I must take special precautions against this, because I want our salesmen to feel that their work is the most vital part of our business. I tell them so; it is a fact, and knowing it gives them a proper sense of responsibility. But their work is not vital if they are big-headed; it is deadly. Companionableness is what we are after, and the essence of it is meeting the other fellow on his level.

Stand In His Way

Sometimes, however, a man's very efforts to be genial stand in his way. That was the case, I remember, with a young Southerner we employed a few years ago. He didn't do at all well, and I finally called him in to see what was the matter. I found out before he had been in my office 10 minutes. He sat down, pulled out one of the side drawers of my desk, and put his feet on it. Then he began talking in an unpleasant slangy drawl—and did most of the talking.

He was too friendly.

I pointed out some of his good qualities, the qualities that had caused us to employ him, and told him I believed he had it in him to make a good salesman. It is generally a good plan to put the honey before the sting, I find. Then I proceeded to explain that it was merchants, not college freshmen, that he had to please.

He must—simply must—consider their point of view, I told him, and adapt himself to them. The strategy of the thing was to do what would make them warm up to him, not warm up forthwith to them. Last, but not least, he simply must cultivate a pleasant voice—how many, many business men need to do that very thing!

Well, the Southerner has for months been one of our bonus men.

An End to a Bad Practice

One of the worst of the wrong ways of being sociable with customers is drinking with them. Happily that is passing everywhere now, but I think the most courageous think I ever did was to set my foot down on the practice back in the early days of our business. It was in 1869, I believe, and we had only four salesmen. Three of them were only fair, and the fourth was considered the best hardware salesman in the United States, in point of total sales, but he drank with his customers.

I asked him to stop, explaining all my reasons, but he didn't. I told him he must stop and he didn't. I told him again that he must, and he finally said

plainly that he had no intention whatever of stopping it.

Then I paid him and let him go.

Was Conventional

It was especially courageous, because in those days the practice was more or less conventional. But, aside from the momentary setback we got just then, our first stand on the question has been an immense advantage to us from the beginning; and in a way, this has been a triumph of sociability. For drinking with customers is at bottom largely a process of selling them by dulling their judgment—whether intentionally or not. That is, of course, just the opposite of true companionableness; and it sooner or later runs upon its own limitations.

It is not always easy, when a salesman is not doing well, to see what the trouble is. Sometimes I have found out by writing to his customers. After all, it is the customer's point of view that is needed. And the mere fact of the inquiry often binds the customer closer to us.

What Helps it?

But these things are mostly negative—things that are obstructions to companionableness. What helps it along?

Good small talk, for one thing. Its value is inestimable.

I have been speaking of salesmen in the narrow sense, but most of what I have said applies to everybody in business. We are all selling something. And for the sake of small talk, if nothing else, it is a very good thing for all of us to have some hobbies. I have for years been very fond of bridge and golf, and the two games have been an opening wedge into the hearts of a number of people. They have furnished an easy point of contact, both as something to play and as something to talk about, and have led into some much-prized friendships.

My sons, who are now the active heads of our business, are all fond of sports, I am glad to say. They are just average players. Probably they are better off than if they were stars. They are less likely to waste time at the games, and are companionable with more players.

This Is Useful

Some familiarity with the theatre is useful, especially in the cities; in many circles it is the stock self-starter of conversation. And wherever a man is, all that he knows about business and religion and politics may not give him as easy an approach to a customer as the simple fact of his having read a book like "The Young Visiters."

The truth is that people do not usually get into conservation first by way of their vital interests. They discover—"get used" to one another, as the negroes say, by small talk, and then go on from that to the serious business. Thus the man with no small talk is handicapped in every direction.

Our own salesmen deal entirely with retail merchants, and their problem is consequently to adapt themselves to the interest of retailers. It is a peculiar problem, and different in some respects in different parts of the country. One way we have of meeting it is, having our salesmen live in the territory they sell. As soon as one of our salesmen is given a permanent territory, he goes out and makes his home in it.

There are, of course, several reasons for this. It enables the salesman to spend more time with his family. His expenses are reduced. But, important as these advantages are, the most important is that living in the community gives him more nearly the point of view of his customers.

More Companionable

He can see their needs better. He learns to talk their language. His own public and private interests coincide more with theirs. He becomes more companionable with his trade.

We make it a point, also, to have at headquarters, as sales manager for each district, a man who has lived in the district. Besides knowing its peculiar needs, he can talk about people and things there in a way that will make merchants who visit the store feel at home.

In addition to special local interests, I have found that there are four subjects that are good for small talk with practically all retail merchants; and in their training, and afterward through my weekly letters, I am continually reminding the salesmen of these four subjects.

Start With Question

I teach them that the way to open up these subjects, or any others, is with a question rather than an opinion. An opinion may shut the merchant up tight. He may not agree with it, and he may not care for the salesman's opinion anyway. A question on any one of these subjects, however, is usually appreciated, and usually gets the merchant to talking in a friendly way with the salesman, and that is the purpose.

One of the subjects is insurance. The merchant is practically always ready to talk about it. He nearly always feels that it costs him too much. If he hasn't burnt up, he generally wishes he hadn't had the insurance. Consequently, it is a live subject.

If the merchant has children, he will appreciate an interest in the local school facilities, and be glad to talk about them.

He's Bound To Like You

A merchant with children is generally pleased if you ask him if he has a picture of them with him. More often than not he has, and, in any case, he is glad to tell you about them.

Fourth, he will often be glad to talk about his strongest competitor. He likes the salesman to be interested in both his difficulties and his triumphs.

I would not have a salesman open up one of these subjects, or any subject, if his interest was not perfectly sincere. My advice to our salesmen is to be interested in the subjects first. With the interest established, the questions and the talk about them come spontaneously.

Right and Wrong

Of course, there are right times and wrong to bring up any of these subjects, but the salesman who bears them in mind will find many occasions when they will serve him. He will find occasions when, if he would begin with gimlets and screws, he would probably get nowhere; but when a casual discussion of one of these subjects will lead up to an order, an invitation to supper at the merchant's home, and lasting friendship with the merchant. I have seen it happen many times.

It may not be easy to see why business and human intercourse in general proceeds by these methods. But it does—and that is the essential thing.

Help Customers

We encourage our salesmen to do everything in their power to help our customers to prosper. If they see an unusually attractive display of goods in the windows of a store, we suggest that they say to merchants in other towns: "May I tell you how So-and-so dresses his windows very attractively with such-and-such goods?"

A great many retail merchants are not possessed of any particular skill in window dressing, and my experience has taught me that they are always pleased to have suggestions of this kind, if properly made, and in a modest manner.

Again, if there is something that is selling very freely in other places, it may be well to bring it to the attention of the merchant, especially if it is a new article which the salesman can truthfully speak of as a coming article to sell.

The Vacuum Cleaner

The vacuum cleaner has been such an article with us. A few years ago, we sold hardly any of them. Now they are in great demand. But the demand existed potentially before all the merchants were aware of it.

Our salesmen have often managed to be of considerable assistance to customers in pointing out how the building of electric plants and the increasing wealth of the people had made for the sale of vacuum cleaners in other towns.

The same might be said of washing machines. Ofttimes, a salesman can say to a customer: "Our mutual friend down at ——— is selling a great many washing machines. Have you had that kind of experience here?"

Keep Well Posted

Again, our salesmen have found it worth while to keep reasonably well posted on the topics of the day. The salesman—through the advices of the house or the house organ, as well as through the daily papers—is usually

better informed on current affairs than the merchant he visits; and, while I believe it is better, in many cases, for him not to introduce these topics, yet it is a good thing for him to be prepared to answer when the merchant asks.

In other words, the salesman should bring the customer something in the way of interesting news or information on every visit; and if he has not sufficient resourcefulness of his own to do this, he should write to his sales manager for suggestions, and he should never be ashamed to do it either, because no one man knows it all.

Tell Him to Save It

If the salesman has the opportunity to read an illustrated paper, and sees something in it that would interest a customer, we tell him to save it, and when he visits the customer say, in the most modest way possible: "Have you seen this? It is rather interesting." In other words, we tell the salesmen to do some little act of kindness every day, and as many times a day as he can.

Many times merchants have told me they were particularly glad to see our salesmen, because they always brought them something new and interesting.

There is, of course, no end of subjects that merchants like to talk about. I nearly always find some new ones to suggest in my weekly letters to the salesmen—perhaps some experience of my own, with a point to it; or something about business conditions, based, likely as not, on the reports of our salesmen; or any apt saying I run across, like "Short accounts make long friendships," or those lines of Kipling's:

It wasn't the bloomin' armaments, nor
the funds that they could pay,
But the close co-operation that made
them win the day;
It wasn't the individual, nor the army as
a whole,
But the everlastin' teamwork of every
bloomin' soul.

It would have been hard, of course, not to tell them about the old woman who, when she was asked how she felt, said: "I do feel better, but when I feel better I always feel bad; because I know how bad I am going to feel."

I find that almost anything that interests me interests the customers.

There are a few subjects, however, which I carefully avoid, and tell the salesmen to avoid. One is politics. Another religion. People differ too radically and violently on them. Controversial matters, in general, are better left alone until a man is sure of his ground. The object is to do business, not to run the country or unite the creeds.

Practises It, Too

Now, I do not teach the salesmen to be companionable, and let it go at that. I try to be companionable myself, for my own sake as well as the salesmen's. I try to be companionable, first of all, with the salesmen. That is the tone of my weekly letters. I do not write down to the men. I write as one salesman to another. And this is the tone of my personal dealings with them.

In the old days, I used to have them all come out to my house for dinner around Christmas-time, not to get acquainted with the boss, but because they were acquainted with him—in a way, I like to think, that made the dinner the most natural thing in the world. The number of men, and their scattered homes, have long since made the Christmas party impossible; but, as far as I can, I keep up the same relationship with them.

Made Special Study

I also try, as every executive in the business does, to be companionable with customers, just as we ask the salesmen to be. For one thing, I have made a special study of the art of entertaining customers who visit the store, and do everything in my power to make their visits agreeable.

So it goes. Golf talk spells companionableness for a golf player, a book for a woman on a journey. Kindliness on one side, and appreciation on the other—that is the essence of it. And it is an open sesame to business.

The Essential Way

I hope I have made it plain that we think these methods good only as they are symbols of a deeper kindliness. When we built a hatchet that would balance on the claw, and an ax-handle that would not tire the workmen's arms so soon; when we have told merchants, as we do on every letter-head that goes out to them, that "The recollection of quality remains long after the price is forgotten"; when we accepted the principle that "A jobber's first duty is to help his customers to prosper"—we were being companionable in the essential way.



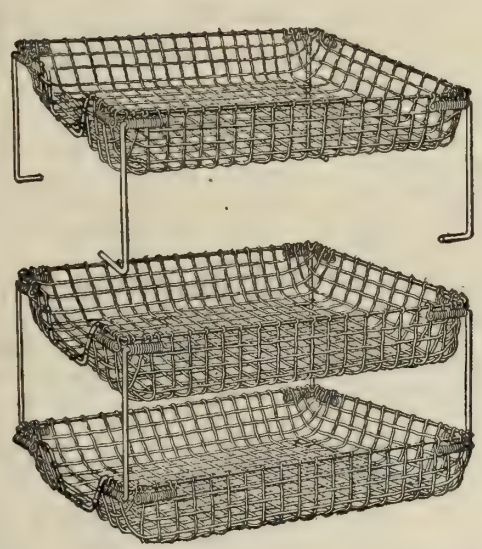
AN ACTIVE INFANTS' DEPARTMENT.

The infants' department in Smallman & Ingram's store at London, Ont., carries complete lines as well as playthings and nursery accessories for children up to three years of age. Note the neatly labelled boxes on the shelves. The arrow points to the weighing basket where babies are weighed regularly. London mothers appreciate its service.

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RUBBER ERASERS

If the WELDON ROBERTS eraser were not the superb quality we say it is, do you think users would so generally insist upon "Weldon Roberts only"? World's quality standard. 88 styles.

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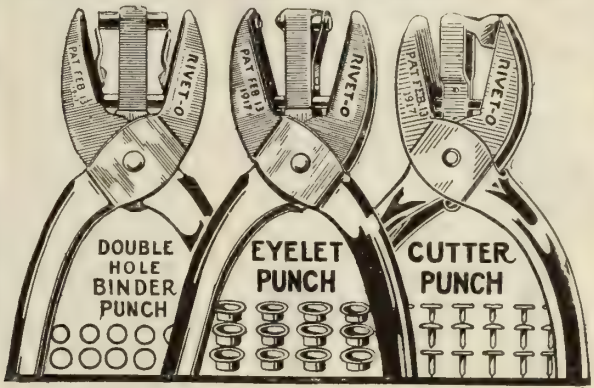
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HANDY OFFICE PUNCH
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Double Hole Binder Punch is only one made punching two standard (3-16 in. and ¼ in,) holes for loose leaf binder sheets.

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NEW GOODS

DESCRIBED AND ILLUSTRATED

FOLDING DESK PAD

A folding desk pad, having two wings which fold over the pad, is a new introduction by the Geo. E. Fox Co., of Chicago. Its use enables the desk man to cover his papers when a visitor calls while he is engaged on confidential work. The wings conceal the papers which are being worked upon. The same feature enables one to work in a draft, as one wing can be closed down on the papers and half of the pad used as a working space. When the wings are open, the pad measures 24½ inches high and 48½ inches long. Folded the length is 24¼ inches. The working surface is arranged like any blotter pad with black imitation or genuine leather corners, according to the grade of pad. The bottom is covered with felt and the outside of the pad with imitation or genuine leather. When folded, the desk pad has the appearance of a closed book. There is sufficient expansion at the hinges of the wings to allow for concealing a large number of papers.

NEW CHAIR PADS

Felt seat pads made of all-wool felt in maroon, green and brown, with genuine leather straps, have been provided by one of the companies in this field. The pads are made under the trade-mark "Economy," by the Economy Seat Company, Chicago, Ill. Anotner new chair pad is the "De Luxe," made by the Geo. E. Fox Co., of Chicago. The bottom as well as the top of this cushion is made of brown billiard felt. It is welted with a one-inch strip of the same material, well sewed and tufted. Carded wool is used as a filling to prevent any tendency toward packing and becoming hard.

NEW FILE CLIP

Cushman & Dennison Manufacturing Company, New York, have introduced the "Cleko" file clip, which binds from one sheet to capacity as firmly as though stapled. To release, the tongue of the clip is raised. The binder is made of black press board.

BANKERS' MOISTENER

A new unbreakable moistener for banking and other offices is made entirely of metal, mostly brass, and a

The Moistener De Luxe

Bankers' Sanitary Moistener $1.00

Unbreakable with ordinary use, made entirely of metal, mostly brass. Guaranteed rust proof. Extra wide moistening roll — three inches wide, of special composition that carries water in a thin film, adequate for all purposes; yet will not flood small gummed labels and stamps, destroying their adhesive qualities before affixing.

Our De Luxe finish is distinctive, and makes an attractive addition to any office. Packed in individual cartons. The illustration is actual size—3½x3½x0¾. Our distributors' discounts are worth while.

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ADDS TO PROFITS

Retail price, $5 each. Wholesale price, $2.50 each F.O.B. Bellows Falls, Vt. Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

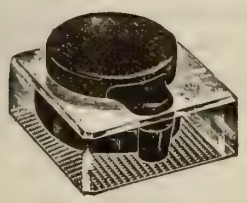


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GOODE BROS. (1913) LTD.

ARIEL WORKS,
88-90 CLERKENWELL ROAD
LONDON, E.C. 1.
ENGLAND

valuable feature is that it is guaranteed rust-proof. This item, which is a product of J. F. Ryan & Co., of Vanderbilt Avenue, New York, is called "the moistener de luxe." It has an extra-wide moistening roll of special composition that carries water in a thin film, adequate for the purpose for which it is designed, carrying just the right amount to obviate the flooding of labels or stamps, so as to destroy the adhesive qualities before affixing.

NEW PAPETERIE IDEAS

"Twilight Tints" is the name given to a most attractive new line of boxed stationery put out by the Copp Clark Co. in delicate shades of blue, pink, heliotrope and amber. The packages have bordered ribbons of white, with borders that match the tints of the paper, producing a most pleasing effect that cannot fail to greatly assist selling. Another similar line of papeteries has white stock with borders of different tints, and again the bordered ribbon effect is pleasingly introduced.

This ribbon idea is used also in the new Killarney series, in which the dominating color is, of course, green, as regards the borders and the boxes themselves. This Killarney package is a most attractive one that should not only sell most readily, but will enhance any display in show window or show case.

Packaging and trimming in keeping with those already described have also been put into effect with Copp's kid finish and Copp's fine linen, as well as with a meritorious new line of paper, which is called Copp's Suede finish.

NEW EXECUTIVES

Some interesting changes in executives have recently been made by the Eaton, Crane & Pike Co., of Pittsfield, Mass. Col. William H. Eaton, after more than a year's service abroad with the A.E.F., retains his title as treasurer; Col. Winthrop M. Crane, Jr., also back from service, assumes the duties of secretary; and General Charles Brewster Wheeler has been elected 3rd vice-president, in charge of manufacturing. General Wheeler recently resigned from the army after thirty years service.

When America entered the war, General Wheeler established the supply division of the Ordnance Department, and was then made acting chief of ordnance to succeed General William Crozier. Later, he was selected as chief

Pugh Specialty Co.

LIMITED

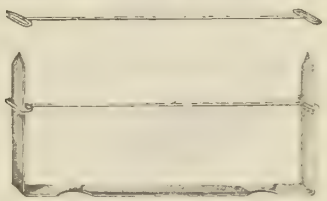
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Pat. Feb. 22, 1916

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Lightest Weight—Most Economical of Prong Fasteners.

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Packed 50 in a Black Box.

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Why is the Peerless the Best Moistener?

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Ask any of the thousands of users and they will tell you it is the best on the market.

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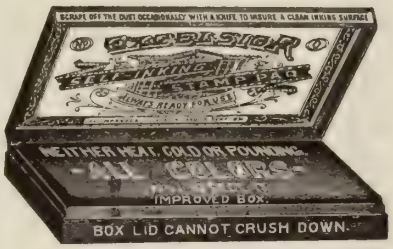
We also make a large moistener for large offices and shipping rooms at $2.75 each. Samples sent on approval.

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---A Guide for Buying and an Aid to Selling---

Dealers: Keep Your Eye on This Department for New Lines

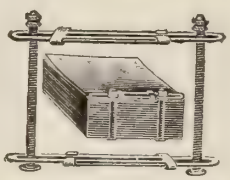


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Pat. May 13, 1913

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Adding Machine Rolls
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ALL CLASSES OF SMALL ROLLS
FOR AUTOMATIC REGISTERS

Paper Manufacturers Co.
Philadelphia **Penna.**

ordnance officer of the entire American Expeditionary Forces under General Pershing, and served abroad from April, 1918, to July, 1919. General Wheeler received the medal of the Legion of Honor from France last April and in November, the Prince of Wales made him a Companion of the Order of the Bath. The investiture took place on the battleship Renown just before the Prince sailed for England.

Monthly Record of New Books

S. B. GUNDY

Fiction

The Man with Three Names, Harold MacGrath, cloth, $1.75; The Grey Mask, Wadsworth Camp, cloth, $1.75;Mermaid, Grant Overton, cloth, $1.75; The Iron Furrow, George Shedd, cloth, $1.75; The Shepherd of the Sea, Henry Leverage, cloth, $1.75; Jungle Terror, Harvey Wickham, cloth, $1.50; The Typhoon's Secret, Sol. N. Sheridan, cloth, $1.50; Red Belts, Hugh Pendexter, cloth, $1.50; Bloom of Cactus, Robert Ames Bennett, cloth, $1.50.

Non-Fiction

The Enchanted Golf Clubs, Robert Marshall, cloth, $1.00; Keeping the Seas, Capt. E. R. G. R. Evans, cloth, $1.75 The Adventures of a Nature Guide, Enos A. Mills, cloth, $3.50; Americanism Versus Bolshevism, Ole Hanson, cloth, $1.75; Life of General Pershing, George MacAdam, cloth, $4.00; The New Freedom, Woodrow Wilson, cloth, $1.25.

THE MUSSON BOOK CO., LTD.

Fiction

The Book of the Damned, Charles Fort, cloth, $1.90; Outland, Mary Austin, cloth, $1.60; Potash and Perlmutter Settle Things, Montague Glass, cloth, $2.00; The Heart of Pinocchio, Collodi Nipte, cloth, $1.25; The Fairy Detective, Rupert Hughes, cloth, $1.25; The Awakening of Asis, Charles Fort, cloth, $1.90; Young Soldier Hearts of France, Agnes M. Machar, cloth, $1.50.

Non-Fiction

The Young Russian Corporal, Corp. Paul Iogolevitch, cloth, $1.35.

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Self-Inking
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Buyers should write at once for samples and prices of
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each playing 10 records.
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DELIVERIES of any quantities can be despatched immediately.

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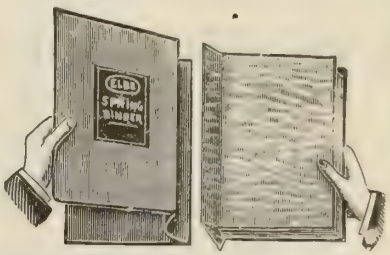
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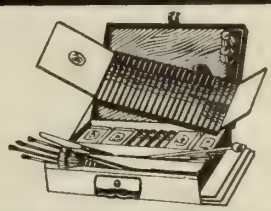
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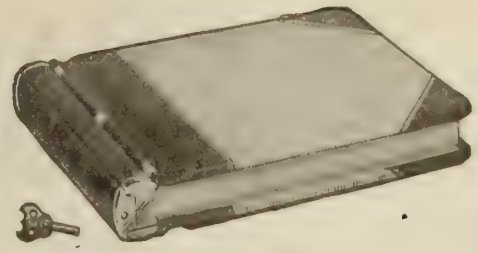
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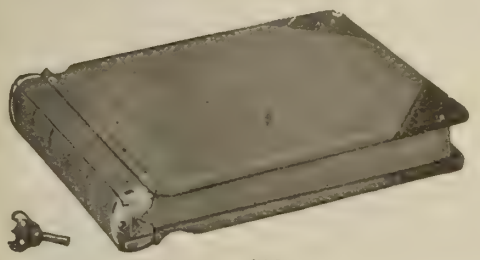
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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXVI. FEBRUARY, 1920 No. 2

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Business Methods For the Trade.
Greeting Card Plans You Can Use.
How Wallpaper is Manufactured.
Big Things Ahead in the Toy World.
Leather Goods For Spring.
Phonographs Are Profit-producers.
Book Discount Controversy.
Getting More Books Into the Homes.

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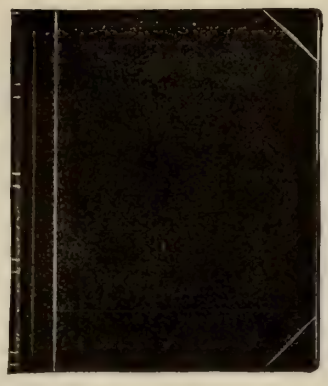
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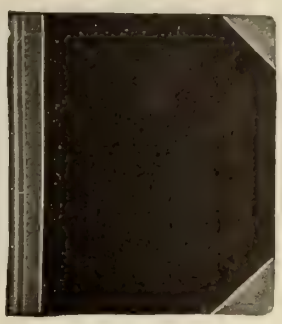
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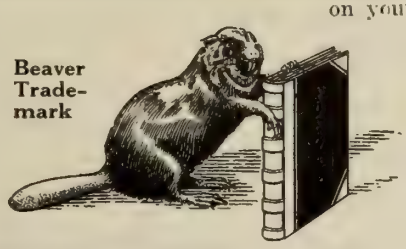




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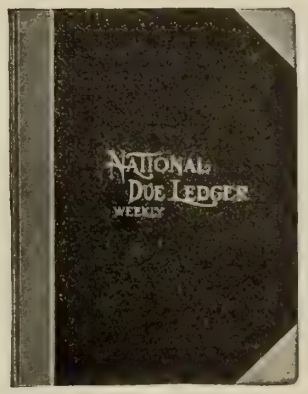
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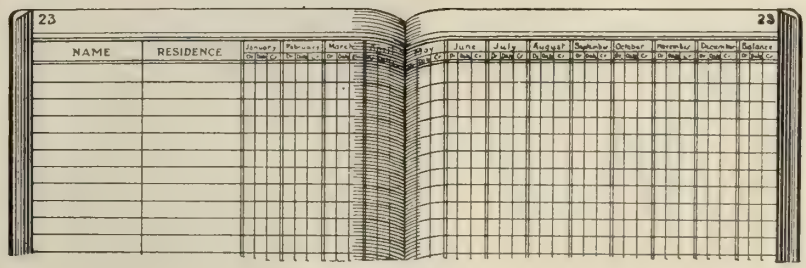


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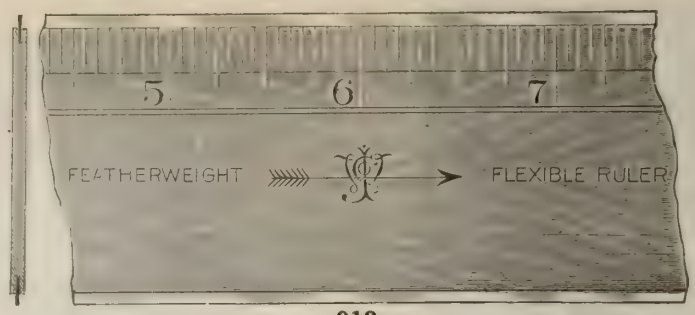


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912

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Seneca Falls, N.Y.

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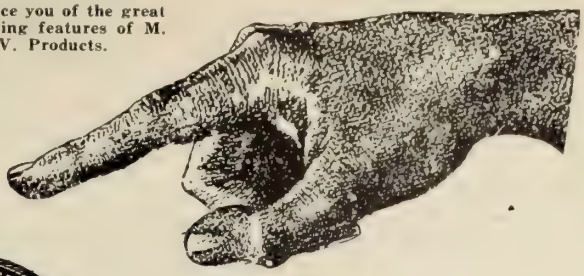
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Agencies all over the World



A HIGH quality Canadian-made Pencil that sells well and yields an excellent profit.

The fine display case featured above will speed up your pencil sales. Have your wholesaler send you this attractive Cane Counter Carton and keep it filled with Cane's "All-Canadian" Pencils. Then watch your pencil sales jump.

The Wm. Cane & Sons Company

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Buntin, Gillies & Co.

HAMILTON LIMITED CANADA



On the Way

Advance Samples for Christmas 1920

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Dutch Fabrik

(Made in Canada)

The most widely known medium-priced stationery on the market. Satisfied customers everywhere are looking for the "note-paper in the red box." You should be getting your share of this business.

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We have ready a series of four beautiful Dutch scenes strikingly mounted on red. People can't help stopping to admire them. See that you get a supply.



Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-five years the recognized authority for those interests.

VOL. XXXVI. PUBLICATION OFFICE: TORONTO, MARCH, 1920 No. 3



You Will See These and Other Assortments of High Grade Papeteries for 1920 Christmas Trade, All Canadian-Made, at the

EXHIBITION OF HOLIDAY GOODS

This year's Exhibition begins March 8. Write telling us when you are coming and we will make special arrangements so that you may be assured of the best possible attention and service

This Exhibition Will Afford You An Exceptional Opportunity For Advance Buying

Books, Greeting Cards, Games and other Holiday Specialties

QUALITY COUNTS · THE COPP CLARK CO. LIMITED ·

THE COPP, CLARK CO., LIMITED.

TORONTO - 495-517 WELLINGTON ST. WEST

BOOKSELLER AND STATIONER, March, 1920. Volume XXXVI. Published every month. Yearly subscription price, $1.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

Another big business builder for every dealer handling Bicycle and Congress Playing Cards!

HERE is another—the sixth—of the large, attractive series of advertisements designed to make your turnover on Bicycle and Congress Playing Cards even faster than in the past.

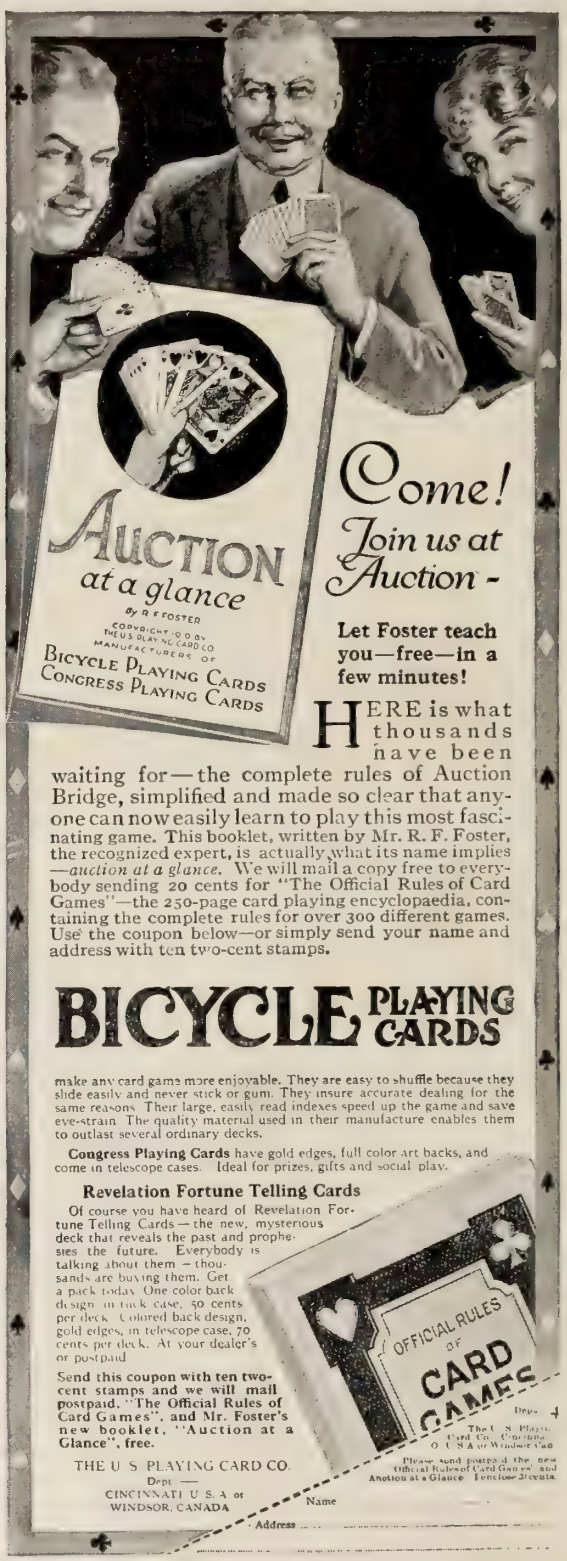
It is based on Auction Bridge—perhaps the most popular card game in the country today. And it is so written that it will not only interest those who play this most fascinating game, but also the countless numbers who would like to learn.

By increasing the number of people who play cards, and making the confirmed players play oftener, we automatically increase the number of playing cards used.

It's up to you to see that these playing cards are bought from *you*.

It will pay you to devote a window to Bicycle and Congress Playing Cards occasionally. We will furnish you with new and attractive display material—sent postpaid without a cent of expense to you. Write for it.

This advertisement, in much larger size, appears in such national publications as The Saturday Evening Post, Literary Digest, American, Red Book, etc., etc.



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SALE OF MILITARY AND OTHER GOVERNMENT STORES

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CONSTRUCTION EQUIPMENT AND MACHINERY—AMBULANCES.

The Stores are located at various places throughout Canada

Instead of or in addition to sales by sealed tender

PRICE LISTS WILL NOW BE ISSUED

for most articles—the goods being offered in lots for purchase by wholesale houses, jobbers, and the trade generally.

TRADE ONLY SUPPLIED

except that arrangements previously announced for sale to returned soldiers and sailors and widows and dependents of same through the G. W. V. A. and similar organizations and to hospitals and philanthropic institutions will be continued.

SALES WILL CEASE IN MARCH. Any balances left will be cleared by public auction shortly thereafter. This advertisement will not be repeated. Those interested should therefore apply AT ONCE for price lists and other information to the

SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA

February, 1920

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Colored Chalk Crayons

GOLD MEDAL CRAYONS · FOR EVERY USE ·

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American Lead Pencil Co.
220 Fifth Avenue, New York
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In Big Demand Throughout Canada



The symbol of perfect writing—the mark of the Eversharp Pencil and Tempoint Pen

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Priced to appeal to all classes, Eversharp is also rapidly gaining favor with high school and college students.

Beautiful, designed with jeweler precision, Eversharp is popular—with everybody.

Throughout all Canada, Eversharp is selling fast and steadily; selling, selling, selling, day after day.

And there is a big repeat business in Eversharp Leads, which have a fineness, firmness and smoothness all their own.

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The name is on the pencil

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The Only Guaranteed Marking Ink
The only Marking Ink sold on the guarantee to refund the price if not satisfactory.

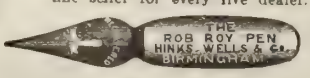
JOHN BOND'S "CRYSTAL PALACE" MARKING INK

This is a reason why you should recommend it and why it is
the Ink recommended by
The Copp Clark Co., Limited, - Toronto
In 15 and 30 cent bottles; or by the oz., pint, or quart.
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It pays to push this ink.



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THE "ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



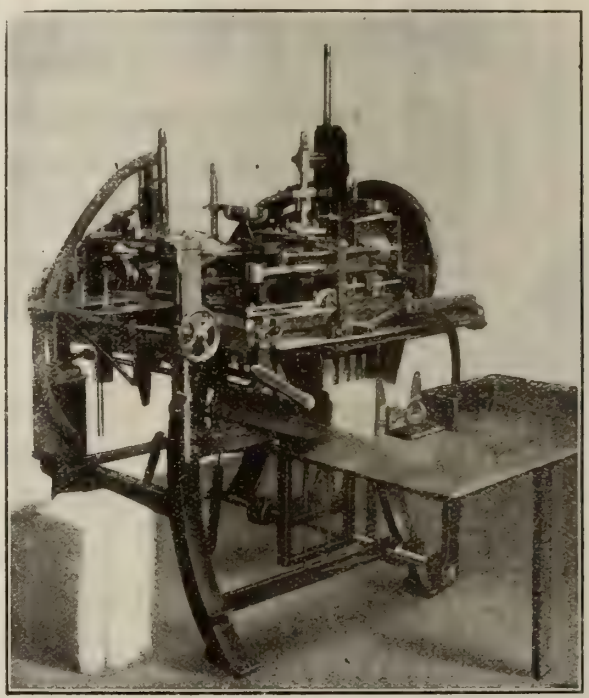
Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

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AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT.



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Telegrams: "Encarmicom, Camb, London."

Established 1752

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H.M. Queen Alexandra

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WEE SERIES and
MONDAY'S
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SPRINGFIELD, MASS. U. S. A.



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Jackson Stub No. 442

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Flexible Chain Posts

Order early as stocks are very complete.

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and MADE RIGHT



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(2) Canadian "Made Right" Goods
(3) No Duty—No Exchange—No Customs Bother
(4) No Consumer Big Enough to Buy From Us

"Canadian Money, Canadian Made,
Should Stay in Canada for Canadian Trade."

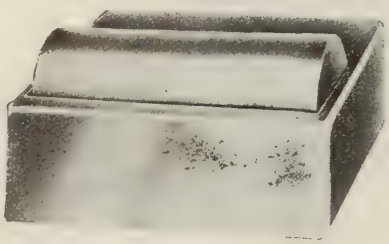
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TORONTO

The Moistener De Luxe

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Unbreakable with ordinary use, made entirely of metal, mostly brass. Guaranteed rust proof. Extra wide moistening roll—three inches wide, of special composition that carries water in a thin film, adequate for all purposes; yet will not flood small gummed labels and stamps, destroying their adhesive qualities before affixing.

Our De Luxe finish is distinctive and makes an attractive addition to any office. Packed in individual cartons.



Our distributors' discounts are worth while

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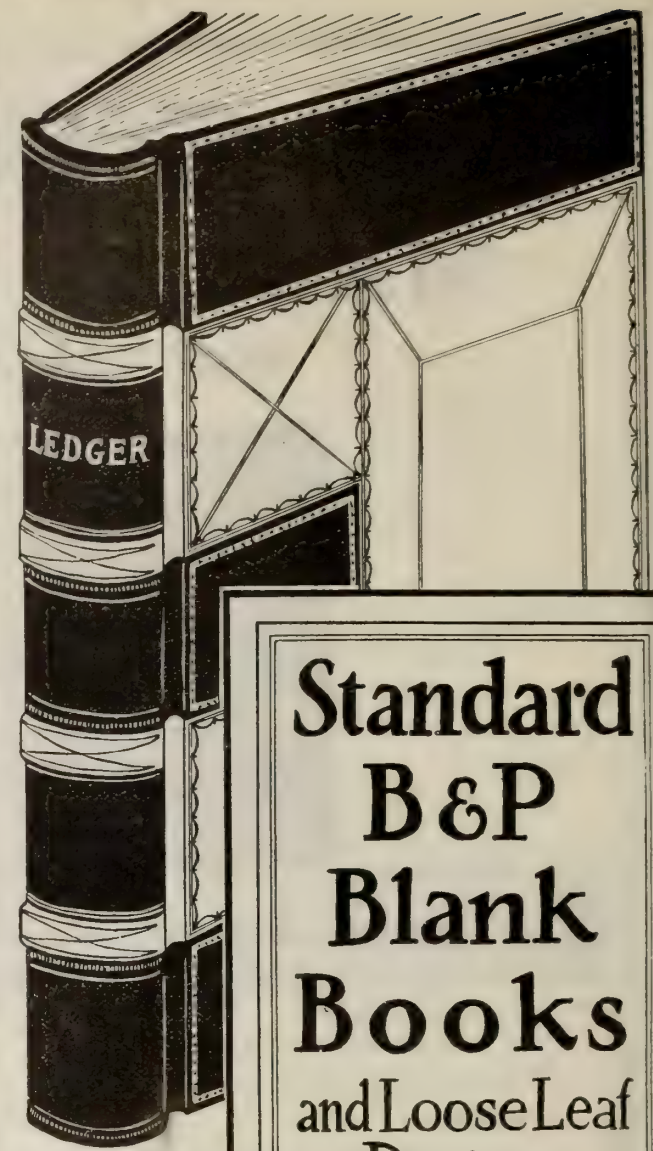
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Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

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There is a **Coutts' Card** for every occasion.

SOME OF OUR LEADING LINES

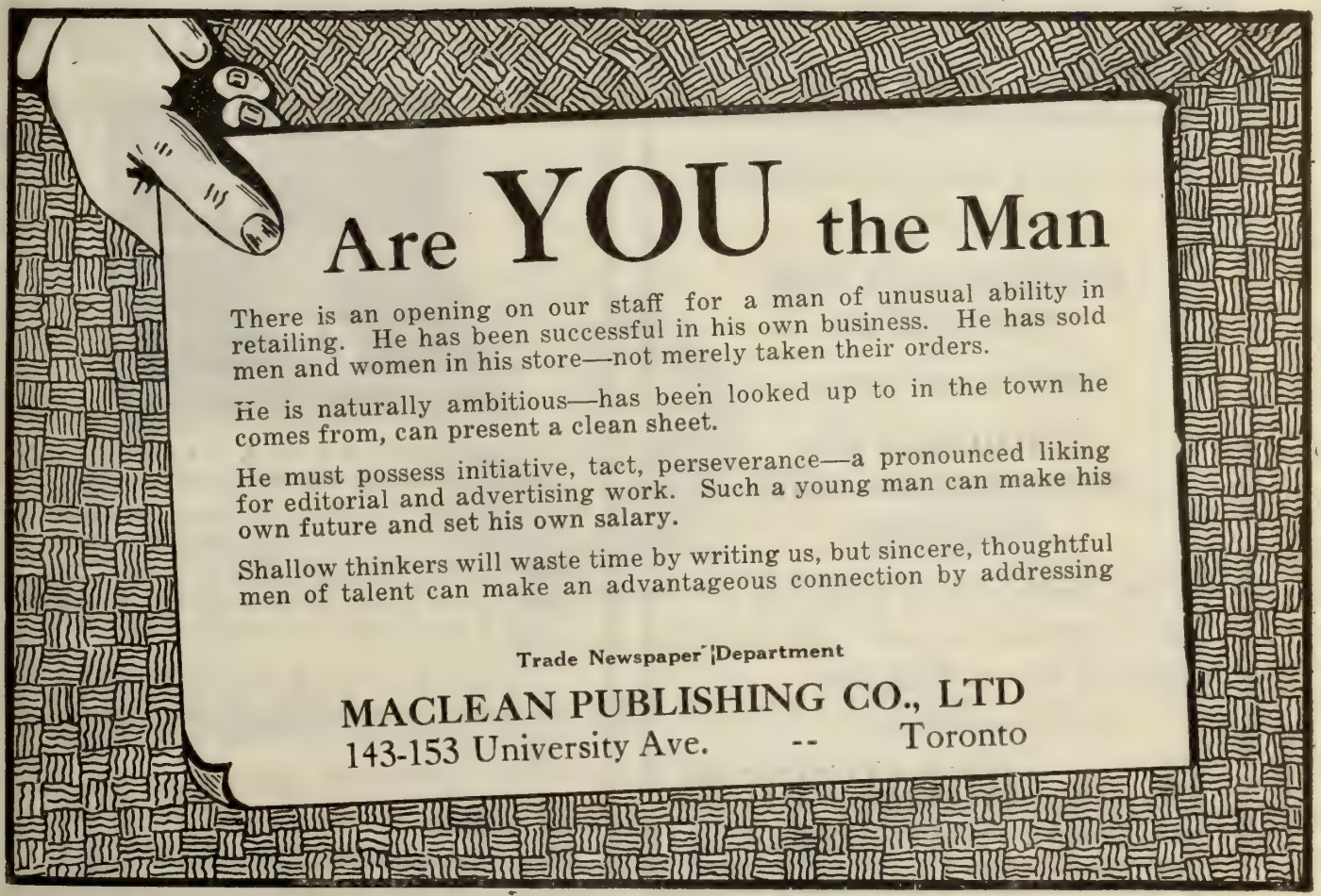
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Birth Congratulations
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Wedding Announcement Acknowledgments

No Duty — No Exchange — Prompt Service

COUTTS GREETING CARDS MADE IN CANADA

Wm. E. COUTTS

145 Adelaide St. West. **TORONTO**



Are YOU the Man

There is an opening on our staff for a man of unusual ability in retailing. He has been successful in his own business. He has sold men and women in his store—not merely taken their orders.

He is naturally ambitious—has been looked up to in the town he comes from, can present a clean sheet.

He must possess initiative, tact, perseverance—a pronounced liking for editorial and advertising work. Such a young man can make his own future and set his own salary.

Shallow thinkers will waste time by writing us, but sincere, thoughtful men of talent can make an advantageous connection by addressing

Trade Newspaper Department

MACLEAN PUBLISHING CO., LTD

143-153 University Ave. -- Toronto

NICHOLAS L. BROWN

Publisher

Of New York City

announces the opening of his Canadian office in Montreal, Que.
The Book Trade of Canada is respectfully urged to apply for lists of publications and announcements, as well as trade discounts to

NICHOLAS L. BROWN
90 ST. JAMES STREET
Suite 702 Montreal, Que.

Empire

We are open to appoint agencies in cities and towns where not at present represented.
This offers a first-class proposition for Office Specialty Distributors.

For full particulars apply

The Empire Typewriter Co.
of Canada, Limited
126 St. PETER ST. MONTREAL, P.Q.

CARTER INX PRODUCTS

Contented Customers and Quicker Sales

At first glance these two ideas may not seem to fit. Yet the contented customer is the one who has always found the goods he wanted in your stock, found them to be standard in brand and satisfactory in service, and moreover has found them to be the best that the market affords.

Such a customer will waste little of his time or yours in making his purchase. He knows he can depend on you.

In their field, Carter Inx Products absolutely insure contented customers.

THE CARTER'S INK COMPANY
Mount Royal Ave. and Drolet St.
MONTREAL, QUEBEC

100% PROFIT

is now being made by a considerable number of

Booksellers and Stationers

handling my lines of

Phonograph Accessories and Supplies

Write to-day for a copy of my latest catalogue, and get your name on my mailing list.

H. A. BEMISTER
10 VICTORIA ST., MONTREAL, QUE.

Every Dealer Should Sell



THE SANITARY "O.K." ERASER
DISPLAY FURNISHED WITHOUT CHARGE

This display case holds one carton Typewriter and one carton Pencil Erasers, one doz. to each carton; two boxes Typewriter and two boxes Pencil Fillers, one doz. to each box. The case being adapted to receive the two cartons and four boxes, it can be readily and easily refilled from stock as required.

This case is finished in five colors having a strong metal frame and is exceedingly attractive. We prefer to send this case out filled, charging only for the Erasers and Fillers at the regular trade price.

This silent salesman tells, in a nice way, a story that is convincing. Sent through your jobber or direct.

The O.K. Manufacturing Co., Syracuse, N.Y., U.S.A

Books for Mid-winter Selling

NEW BOOKS. JUST READY

From Now On - - - - - - Frank L. Packard
Uneasy Street - - - - - Arthur Somers Roche
The Abolishing of Death - - - - - - Basil King

SOME OF LAST YEAR'S SUCCESSES

The River's End - - - - James Oliver Curwood
The World of Wonderful Reality - - E. Temple Thurston
The Night Operator - - - - - Frank L. Packard
Saint's Progress - - - - - John Galsworthy
The Tin Soldier - - - - - - Temple Bailey
The Valley of Vision - - - - Henry Van Dyke
The Path to Home - - - - - Edgar A. Guest

NEW REPRINT EDITIONS

The World For Sale. A Romance of the Canadian North-west
Sir Gilbert Parker
Kiddies - - - - - - - - - J. J. Bell

The Copp, Clark Co., Limited

495-517 Wellington Street West, Toronto.

MODERN BUSINESS ESSENTIALS

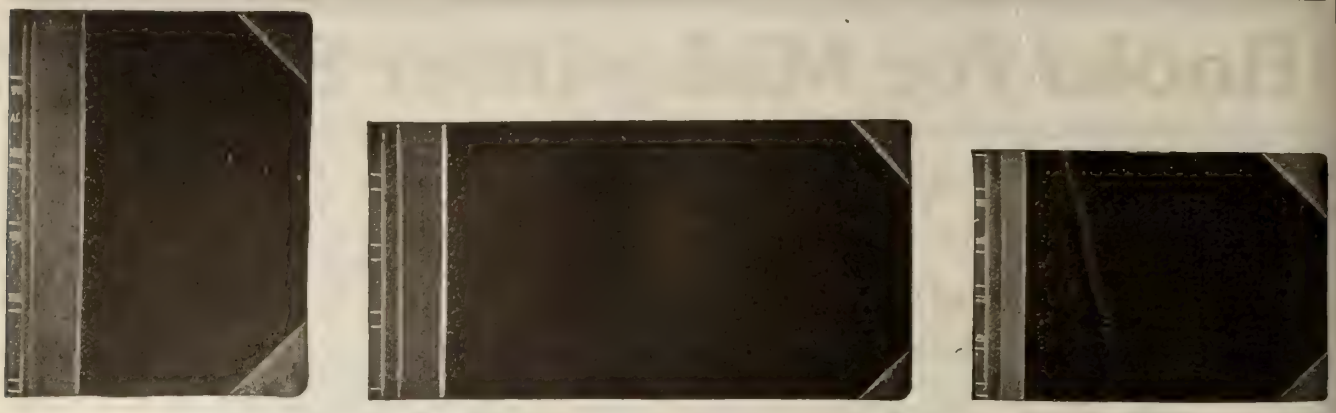
EFFICIENT and ECONOMICAL



Wilson-Jones Loose Leaf Company

Largest Manufacturers of Loose Leaf Products in the World

Chicago - - - New York

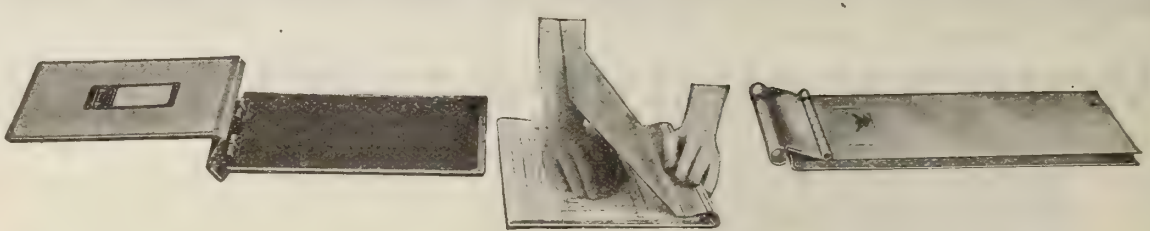


NATIONAL COLUMNAR BLANK BOOKS

The National Columnar Books are offered in a wide range of sizes and rulings. They are bound in Russia Texhide Back and Corners with Black Cloth sides. Ruled with Folios, Columns, Box Headings and Footlines and contain from 2 to 36 columns. Stock these columnar books. They are thoroughly "National" in construction.

NATIONAL BLANK BOOK COMPANY

HOLYOKE, MASSACHUSETTS



DOMINION LOOSE SHEET HOLDERS

The three types of Sheet Holders illustrated above are important members of the Dominion Line. The first type has a capacity of about 150 sheets and is adapted for the Office Desk, being especially convenient as a binder to contain current subjects for ready reference. The second type is both strong and durable and is adapted for use where one side of a leaf is to be written upon. The last type is made of aluminum, strong, light and rustless, especially adapted to out-door use. Stock these three "made-in-Canada" books.

Sold Only to Dealers.

Beaver Trade-mark



Dominion Blank Book Company

Limited

BERTHIERVILLE, P. Q.

ALLEN LINERS

March Publications

"Basil Everyman" represents its author, Elsie Singmaster, as an American novelist of definite significance who presents authentic pictures of American life. Booksellers should strongly recommend this novel. ($2.00)

* * *

For all lovers of stories of the virile outdoor life of the West, the publication of a new book by William MacLeod Raine is an event of consequence. His new tale, "Oh, You Tex!" is one of his best yarns. ($2.00)

* * *

"The Red Lady," by Katherine Newlin Burt, although in an entirely different vein, shows the same knack of story-telling that made "The Branding Iron" one of the most popular books of last season. ($1.90)

* * *

Variety is certainly the spice of John G. Millais' book, "A Sportsman's Wanderings." The author is a son of Millais the painter. He was a friend of Roosevelt and helped him equip his African expedition. ($5.50)

* * *

The Millais book is one of the season's outstanding books for lovers of the out-of-doors and travel.

* * *

The woman's side of the Labrador Grenfell Mission is portrayed in "Le Petit Nord: Annals of a Labrador Harbor," by Anne Grenfell and Katie Spalding. It is rich in pathos and humor. ($1.65)

* * *

"Recreation" is a most interesting new book by Viscount Grey, presenting the familiar personal side of this noted British statesman in his passion for fly-fishing, birds and the reading of books. ($1.65)

* * *

A wonderfully illuminating book is "The Island of Sheep," in which the characters of the story, American, French and English in nationality, come together at a house-party in Scotland. They are politicians, soldiers and labor leaders, and their discussions of current problems reveal deep thought by the authors, "Cadmus" and "Harmonia." ($1.65)

A Son of Courage



ARCHIE P. McKISHNIE

Canadian Author, who has Produced His Masterpiece in

A SON OF COURAGE

Booksellers will have, in the coming of "A Son of Courage," a new Canadian novel of the first category. It is significant that the American edition is being enthusiastically exploited by the publishing house that marketed the novels that made the great reputation of Harold Bell Wright.

* * *

The new McKishnie novel is a tale of Western Ontario in the days of the famous oil boom of the sixties of last century. It is a book of all-round merit, mirroring the character of Canadian life and combining an exceptionally strong tale about REAL boys with a most engaging love romance as well as mystery story that maintains the reader's interest at high tension.

It is a sure bet that "A Son of Courage" is going to have a place among truly representative Canadian novels, and besides being a BEST SELLER this year, it will be a regular seller in future years. What better sort of book could there be for the wide-awake bookseller to push?

The boys of "A Son of Courage" are boys all through the book and they're boys of the sort that inspire justifiable pride in the breasts of Canadians. These boys rank with the boy characters of Mark Twain and of Kipling.

* * *

"A Treasury of English Prose" is a new book which every bookseller will welcome because of its all-round merit. It ranges from Chaucer to Bernard Shaw. The compiler, Logan Pearsall Smith, is well known as the author of "Trivia." ($1.90)

* * *

"Rhymes of a Homesteader," by Elliott C. Lincoln, will strongly appeal to the average man and woman. The virility and grim pathos of this poetry strongly suggest Robert W. Service. ($1.65)

* * *

Who is not inquisitive about the Dardanelles affair, that famous though disastrous enterprise? A comprehensive survey of the great adventure is afforded in "The Dardanelles," by Sir C. E. Callwell, K.C.B.—A most worth-while volume. ($5.50)

* * *

Every housewife is a good prospect for a sale of "Food Facts for the Homemaker," by Mrs. Harvey, the noted food expert of the Diet Kitchen of Brookline, Mass.—Most instructive for the novice and the practised matron as well. ($2.75)

* * *

"Food Facts" is a most timely book because it helps the housewife to make the smallest sum of money supply the greatest possible amount of nourishment and the most palatable dishes.

* * *

Dr. Grenfell's book, "The Labrador Doctor," which continues in strong demand, has been described as the strongest autobiography since "The Education of Henry Adams."

* * *

William MacLeod Raine's new novel is in every respect worthy of the author of "The Yukon Trail," "The Sheriff's Son," and "A Man Four-Square." These stories have been movieized and this has occasioned many additional sales for the books.

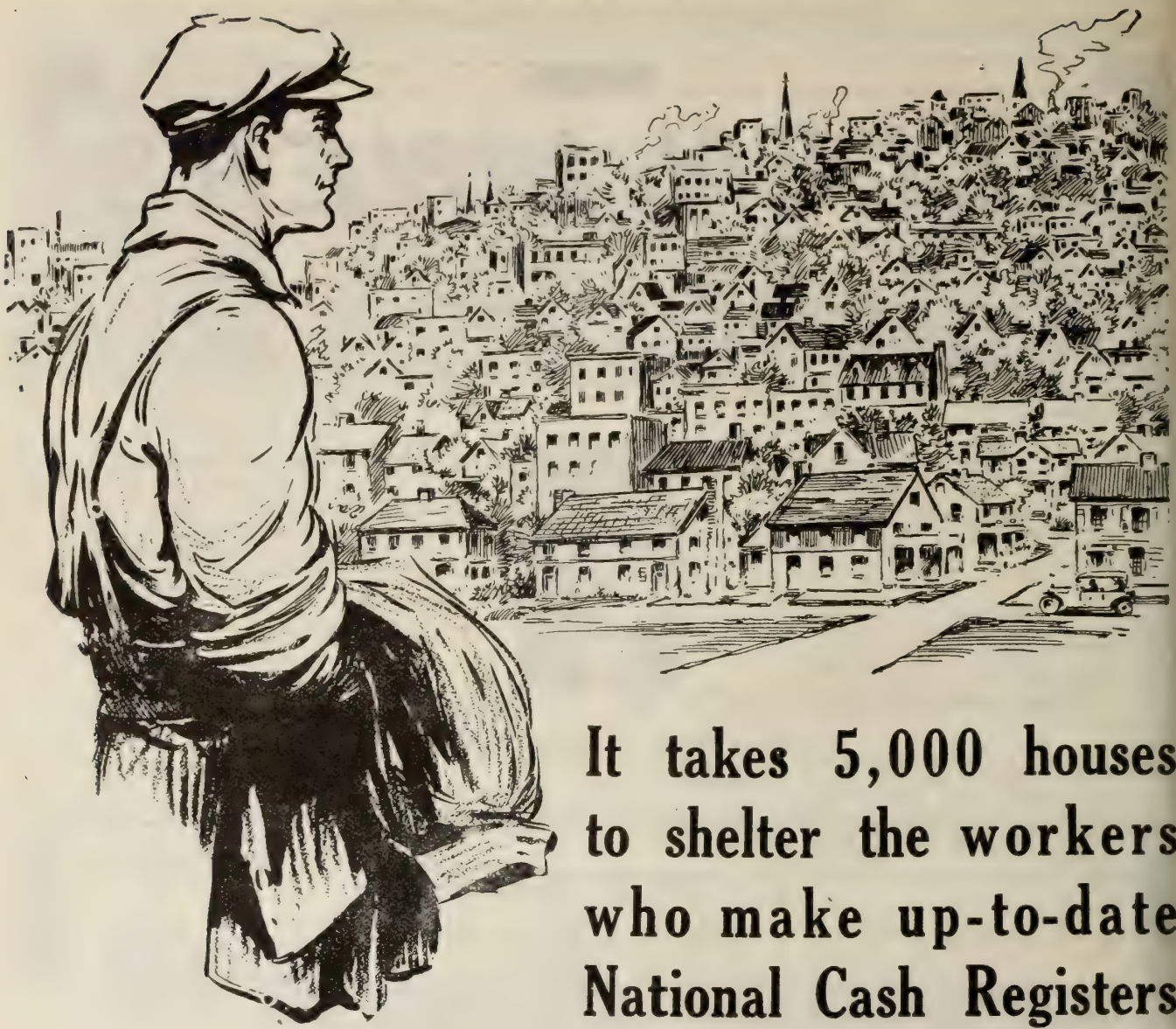
"Strong Hours" is now in its Fifth Thousand in Canada

BOOKS OF MERIT

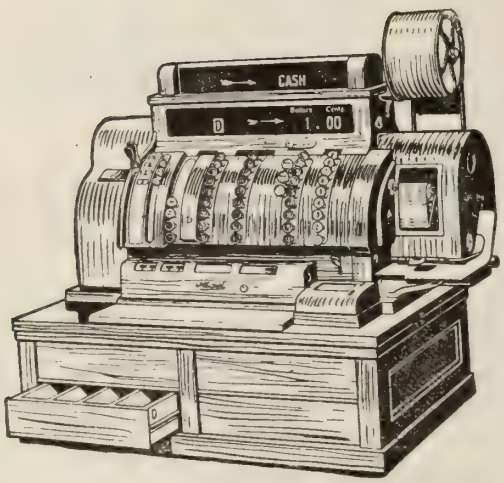
THOMAS ALLEN, Publisher
TORONTO

BOOKS OF MERIT

1920 is the Book Year



It takes 5,000 houses to shelter the workers who make up-to-date National Cash Registers



THESE 5,000 houses are the homes of more than 25,000 people—a city in itself.

They are good homes, too, because the workers at the N. C. R. factory are intelligent, skilled mechanics who are able to demand exceptionally good living conditions.

The factory in which they work comprises 21 modern buildings, providing over 40 acres of floor space.

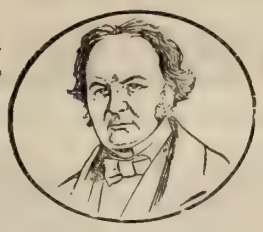
It has taken 35 years of the hardest kind of work to develop this tremendous organization—an organization engaged solely in the manufacture of labor-saving machines that help merchants all over the world.

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary....714 Second Street W.	Edmonton.....5 McLeod Bldg.	Halifax.....63 Granville Street		Hamilton.....14 Main Street E.
London.....350 Dundas Street	Ottawa.....306 Bank Street	Quebec.....133 St. Paul Street		Regina.....1820 Cornwall Street
Montreal.....122 St. Catherine Street W.	Toronto.....40 Adelaide Street		Saskatoon.....265 Third Avenue S.	
Vancouver.....524 Pender Street W.	St. John.....50 St. Germain Street		Winnipeg.....213 McDermot Avenue	

FACTORY: TORONTO, ONTARIO



EGERTON RYERSON — OUR FOUNDER

See what they're saying---

Prominent Reviewers' opinions of our new Spring Books should mean big business for you

As to W. J. LOCKE'S

THE HOUSE OF BALTAZAR

"A new story which goes beyond any of his former work in its sweep, its outlook, its daring. It is a new departure, one which will be held by many as a brilliant success. There is a vibrant strength about it that holds us equally enthralled to its author's genius. . . A book to read and re-read. Its characters positively throb with life. . . I think I like this book the best of all the books Mr. Locke has written. It is in every sense a big book—big in conception, big in execution, and big in the all-embracing breadth of that sweet human charity without which the most impressive of creations must of necessity lack the spark of genius that lights men's souls."—S. Morgan-Powell, in the **Montreal Daily Star.**

As to JEFFERY FARNOL'S

THE GESTE OF DUKE JOCELYN

"I venture to think that even the soberest, be-whiskered adult who wades into this mediaevally-worded narrative will stay with the book until page 333, where finis occurs. Young people of high school age can learn not only the color and form of life in the middle ages from this story, but can obtain a fine introduction to fourteenth century English, so far as vocabulary is concerned, by reading this story."—W. T. Allison, in the **Edmonton Journal.**

"The story itself is full of excitement and adventure, with many a good fight with swords and daggers and sometimes with fists. The grand old Duke is a rare character, with wit and pleasantry ever on the tip of his tongue, and altogether the book is a dainty morsel for the literary epicure."—**Kingston Whig.**

As to ARCHIBALD MARSHALL'S

SIR HARRY

"Marshall can write about the commonplace and make it interesting; he knows how to find drama in the gentle-folk. . . In these days, when the majority of literary men labor to do unusual things with their language, Marshall remains unique in the fact that he is an artist in his use of refined English. . . The character studies in "Sir Harry" are among the best that Marshall has produced. In no recent novels have contrasted characters been handled more deftly."—Fred Jacob, in the Toronto **Mail and Empire.**

As to TREVOR DAVIES'

SPIRITUAL VOICES IN MODERN LITERATURE

"Gems of literary thought and spiritual expression Dr. Davies has made a contribution to the literature of the present day which will stand the test of time. The reader cannot fail to be carried away by the enthusiasm of the preacher and the artistry of the writer, which are combined to form a volume of rare charm."—**Kingston Whig.**

Other Big Spring Sellers

ANDERSON CROW, DETECTIVE—By George Barr McCutcheon.
THE LINE'S BUSY—By Albert Edward Ullman.
WE NEED THE BUSINESS—By Joseph E. Austrian.
THE OUTLAW—By Maurice Hewlett.
GRAY DUSK—By Octavus Roy Cohen.
MISS LULU BETT—By Zona Gale.
LOTUS SALAD—By Mildred Cram.
AS YOU WERE, BILL—By Edward Streeter.

THE RYERSON PRESS

PUBLISHERS

TORONTO

NEW PUBLICATIONS

HAROLD MacGRATH

The Man With Three Names

Under one name he had captured the book world. Under another he was fighting in a human cause against the father of the girl he loved. Under the third ———? It was a name that must not be known. Love, honor, all the good fruits of life would be seared by the disclosure. But his enemy knew that the tale of every man's life has an unwritten chapter. And secretly, unrelentingly, he strove to find it out.

How the mystery is solved makes a climax that leaves the reader on the tide of emotion.

The old, inimitable Harold MacGrath, back again with a novel to stir the hearts of all who love a good tale of mystery and love. **Illustrated, $1.75.**

OLE HANSON

AMERICANISM vs. BOLSHEVISM

Mr. Hanson, the former mayor of Seattle, knows the enemies of Americanism, from bomb thrower to Parlor Bolshevik. His own experiences with their activities furnish his proofs; the utterances of their own leaders and their own propaganda, his testimony. His writing is virile, sincere, impassioned; it is besides, a convincing and significant restatement of democracy in terms of American ideals. **$1.75.**

WADSWORTH CAMP

THE GRAY MASK

The strange quest of two detectives, one a woman, and daughter of the chief—the other, the man who loved her. The woman was "the best detective on the force," but love gave the man super-powers; and he providentially overreached her, in time to save her life. A swift, stirring, and **human** story, with detectives who love and laugh, and wear human hearts under their badges. **$1.75.**

GRANT M. OVERTON

MERMAID

Mermaid inherited her name from the ship she survived. A retired captain brought her up, among boys for playmates, and with his secret dark in the background. The playmates become lovers eventually, but the secret grew also. Its revelation, and Mermaid's bitter-sweet love story, will stand out as fictional achievement of the first rank. **$1.75.**

WILLIAM ALLISON

THE SECRET OF THE SEA

No living thing was on the ship—no sign of struggle. But as Manners entered the cabin he saw, looking at him from the case of a still ticking watch on the dresser, the face of the woman he loved. A stirring and distinctive mystery story. **$1.75.**

GEORGE ADE

HAND-MADE FABLES

The first book of Ade fables in several years. It proves again that slang is a fine art, and that humor distinctly belongs to American literature. The McCutcheon pictures make it a veritable gallery of portraits and pictures of American life. **$1.75.**

GEORGE C. SHEDD

THE IRON FURROW

A tale of the sun-white stretches of the Southwest, which strong men are turning into farmland against the will of Nature —and sometimes against the will of men. Lee Bryant succeeded, against the machinations of an unscrupulous Mexican, the treachery of his own engineer, and the faithlessness of the woman he loved. **$1.75.**

HENRY LEVERAGE

THE SHEPHERD OF THE SEA

Pulled out of the sea from his foundered yacht, the tenderfoot was faced with a journey to the frozen Northwest, with a mighty two-fisted missionary, "the Shepherd," for company, or being dropped back into the sea. Necessity gave him his first hardening. But there was Moona; and in the days that followed, he found his way to manhood. **Illustrated, $1.75.**

ENOS A. MILLS

THE ADVENTURES OF A NATURE GUIDE

This book is fascinatingly full of stories of adventurous contact and struggle with Nature; becoming sometimes, as in the account of the author's lonely snowblindness on the mountain, a matter of life and death. The naturalist has here taken advantage of his large resources for narrative, and has given a truly stirring book. Mr. Mills's humorous point of view adds greatly to the charm of the volume. **Illustrated, $3.50.**

LOUIS JOSEPH VANCE

THE DARK MIRROR

In this story Mr. Vance has made another departure from the beaten track of mystery stories and has presented a unique and staggeringly powerful situation. **$1.75.**

THE BOOK OF THE HOUR

THE UNSOLVED RIDDLE OF SOCIAL JUSTICE

By Stephen Leacock, B.A., Ph.D.

All the world to-day is thinking of one and the same thing, the new social unrest. As the echoes of the war die away, the sound of a new conflict rises on the car. The industrial world is filled with agitation. Everywhere there are strikes. In Europe whole countries are overwhelmed in a social cataclysm.

What does it all mean?

In this book the attempt is made to analyze the nature of what is happening; to view, in the light of the events of the war, the failures and defects of the industrial policy of the nienteenth century, and to trace as far as may be in the mist of current events the pathway to our future safety. **$1.25.**

THE ENCHANTED GOLF CLUBS

By Robert Marshall

Major Jacky Gore, sportsman and self-confessed expert in every known sport except golf—of which he knows nothing—being madly in love with a millionaire American widow who is also a golf enthusiast, is driven into a jealous frenzy by the golfing exploits of his fellow clubman and rival in love. On the spur of the moment he challenges this champion to a match on the St. Magnus links on even terms, allowing himself **one week to learn the game**. A fair field to win the lady is the stake.

The outcome develops in the most humorous golf story ever told. **$1.00.**

MAKE INCREASED BOOK SALES PAY THIS YEAR'S STORE RENT

Doubleday Page & Co.
Country Life Press
Garden City - N.Y.

S. B. GUNDY, 25 Richmond St. W. Toronto, Canada

OXFORD UNIVERSITY PRESS



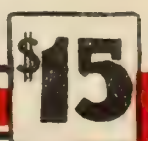
100,000 PHONOGRAPHS at $15.00

Will Be Sold at Retail This Year

The most sensational event in the history of merchandising on this continent was the sale in the United States of 50,000 Stewart Phonographs from one advertisement. So far this year, Canada has outstripped the United States in sales per capita. At the present rate of sale 100,000 Stewart Phonographs will be sold at $15.00 retail ($15.50 in the West) in Canada this year. Merchants and jobbers will pocket over a half-million dollars in profits. Many merchants will have profits running into more than $1000 from Stewart Phonographs alone.

Over $500,000 profits will be divided by Merchants in these lines:

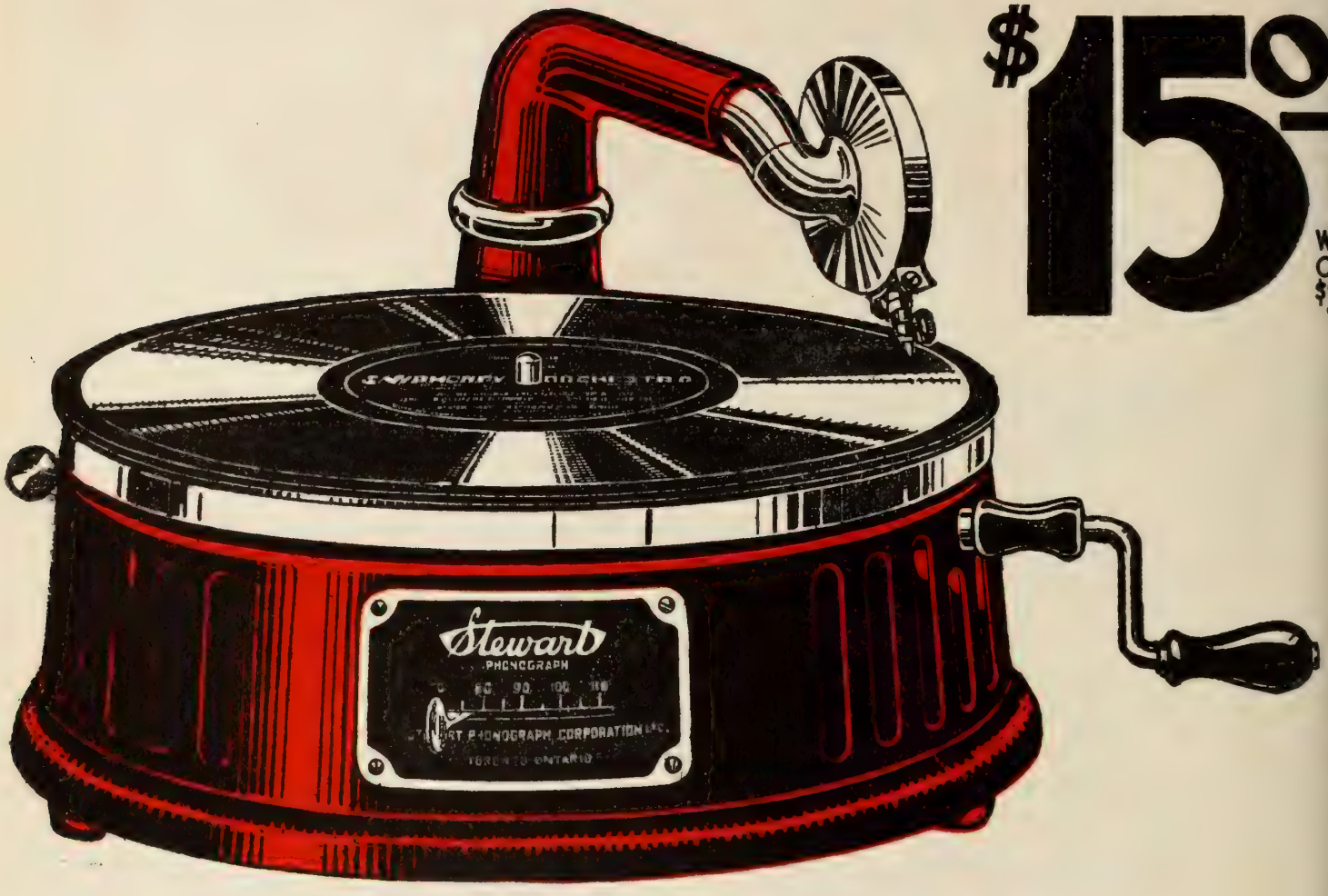
Departmental Stores
General Stores
Music Stores
Jewellers
Drug
Book Stores
Novelty Stores
Furniture
Hardware
Electrical Goods



Stewart

PHONOGRAPH

$15.00



Plays all records — Wonderful volume and tone quality —Silent, smooth-running motor—Universal tone arm— Speed regulator — Beautiful mahogany enamel with nickel finish trimmings. A handsome, sturdy phonograph—strong enough for everyday use—fine enough for any gathering. Its only competitors sell for many times its price.

The Greatest Phonograph Advertising Campaign Ever Launched in Canada

To Bring Customers to Merchants' Stores

The Wonderful Stewart Phonograph is not going to blush unadvertised. In a few days millions of people from coast to coast will be reading the first advertisement of a nation-wide campaign —city people, town people, village people, farmers, everybody. The greatest selling effort ever put behind a phonograph in Canada will help merchants sell the Stewart Phonograph. We must have rapid sales to maintain the low price.

Every Important Newspaper in the Country

The list of newspapers carrying Stewart Phonograph advertising is as long as your arm. It includes every important newspaper in Canada. These papers reach every city, town and village in the country and hundreds of thousands of farms. You read one of them yourself. Nearly every man and woman in Canada reads one of them. We are advertising in French and English. We are advertising to rich and poor. We are advertising in morning papers and evening papers. Our newspapers alone reach over 4½ million readers.

Farm Papers And Magazines

We want to be sure that we do not miss a single Canadian with our advertising.

So we are using the big farm papers and magazines. Full page advertisements. It costs a lot of money, but it will sell a tremendous number of Stewart Phonographs.

Every advertisement will Reach 1,294,469 people. Hundreds of them live near your store — scores of them are your customers. Have the Stewart Phonograph ready when they ask for it.

An Advertisement Every Few Days—Over 31 Million in All

This year will see over 31 million Stewart Phonograph ads. appear in Canada. They'll be in the papers **every few days from now to the end of the year**—March, April, May, June, July, August, September, October, November, December—ten months of intensive selling, with a big drive at Christmas time.

Each AD. About Half Page

You know what half-pages in the newspapers do when it comes to selling goods. Then just picture these big, dominating Stewart Phonograph advertisements appearing every few days. Beautiful illustrations. Clear, convincing language. An urgent message to the customer to buy a Stewart Phonograph now—and to buy it in your kind of store.

ORDER— See the next page—use the other side of this form—order from your jobber or from us.

Stewart Phonograph Corporation
Limited
1110 Temple Building
Toronto, Ontario



50% to you

The Stewart Phonograph proposition is one of big profits and big sales. Some dealers are now selling three or four machines a day. Only 100,000 machines from our output have been allotted to Canada—the rest are for export. It won't take very many dealers to sell that number of machines. Obviously the wise thing to do is to get some machines in stock now.

PRICES

Ask for Discount on Quantities

Order Through Your Jobber

Jobbers in all lines will have Stewart Phonographs in stock. Send your order to your regular jobber. If he hasn't got them, he will get them for you. Get this order in soon so that you will have Stewart Phonographs when people are asking for them.

Or Send This Order to Us —

Stewart Phonograph Corporation Ltd.
1110 Temple Building, Toronto, Ontario

I want ..... **Stewart Phonographs**

Name .....

Address .....

Jobber's Name .....

City .....

First Come First Served

Jobbers will be supplied in the order in which they make application to us. Several jobbers have contracts with us now which will make quite a hole in our output. The best thing the retail merchant can do to insure a supply of Stewart Phonographs for his store is to write his jobber at once or to send us this order which will be filled through the jobber.

Jobbers Write us to-day for the Stewart Phonograph proposition.

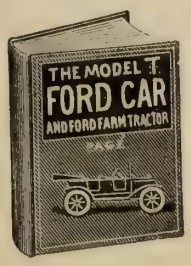
This announcement is going to retailers through this and other papers. A giant broadside is being mailed to every retailer in Canada who can handle Stewart Phonographs. Newspaper advertising is in the hands of the papers. The orders will be on their way to jobbers in a few days. Some of the jobbers are ready. How about you? We have an attractive proposition.

GET IN TOUCH WITH US NOW.

BEST SELLERS for 1920—ORDER AT ONCE!

The Modern Gasoline Automobile, Its Design, Construction and Operation.

By **Victor W. Pagé, M.S.A.E.** This is the most complete, practical and up-to-date treatise on gasoline automobiles and their component parts ever published. In the new revised and enlarged 1920 edition, all phases of automobile construction, operation and maintenance are fully and completely described and in language anyone can understand. 1,000 pages. 1,000 illustrations.



The Model T Ford Car, Its Construction, Operation and Repair, Including the Fordson Farm Tractor. The F. A. Starting and Lighting System and the Worm Drive 1-Ton Truck.

By **Victor W. Pagé.** This is the most complete and practical instruction book ever published on the Ford car and the Fordson tractor. Illustrated by specially made drawings and photographs. All parts of the Ford Model T Car are described and illustrated in a comprehensive manner — nothing is left for the reader to guess at. The construction is fully treated and operating principle made clear to everyone. 425 pages. 150 illustrations.

How to Run an Automobile.

By **Victor W. Pagé.** This treatise gives concise instructions for starting and running all makes of gasoline automobiles, how to care for them, and give distinctive features of control. Describes every step for shifting gears, controlling engines. 178 pages. 72 illustrations.

Abrasive and Abrasive Wheels.

By **Fred B. Jacobs.** A new book for everyone interested in abrasives or grinding. A careful reading of the book will not only make mechanics better able to use abrasives intelligently, but it will also tell the shop superintendent of many short cuts and efficiency-increasing kinks. The economic advantage in using large grinding wheels are fully explained, together with many other things that will tend to give the superintendent or workman a keen insight into abrasive engineering. 340 pages, 200 illustrations. This is an indispensable book for every machinist.

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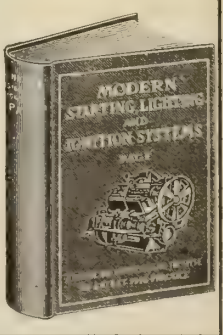
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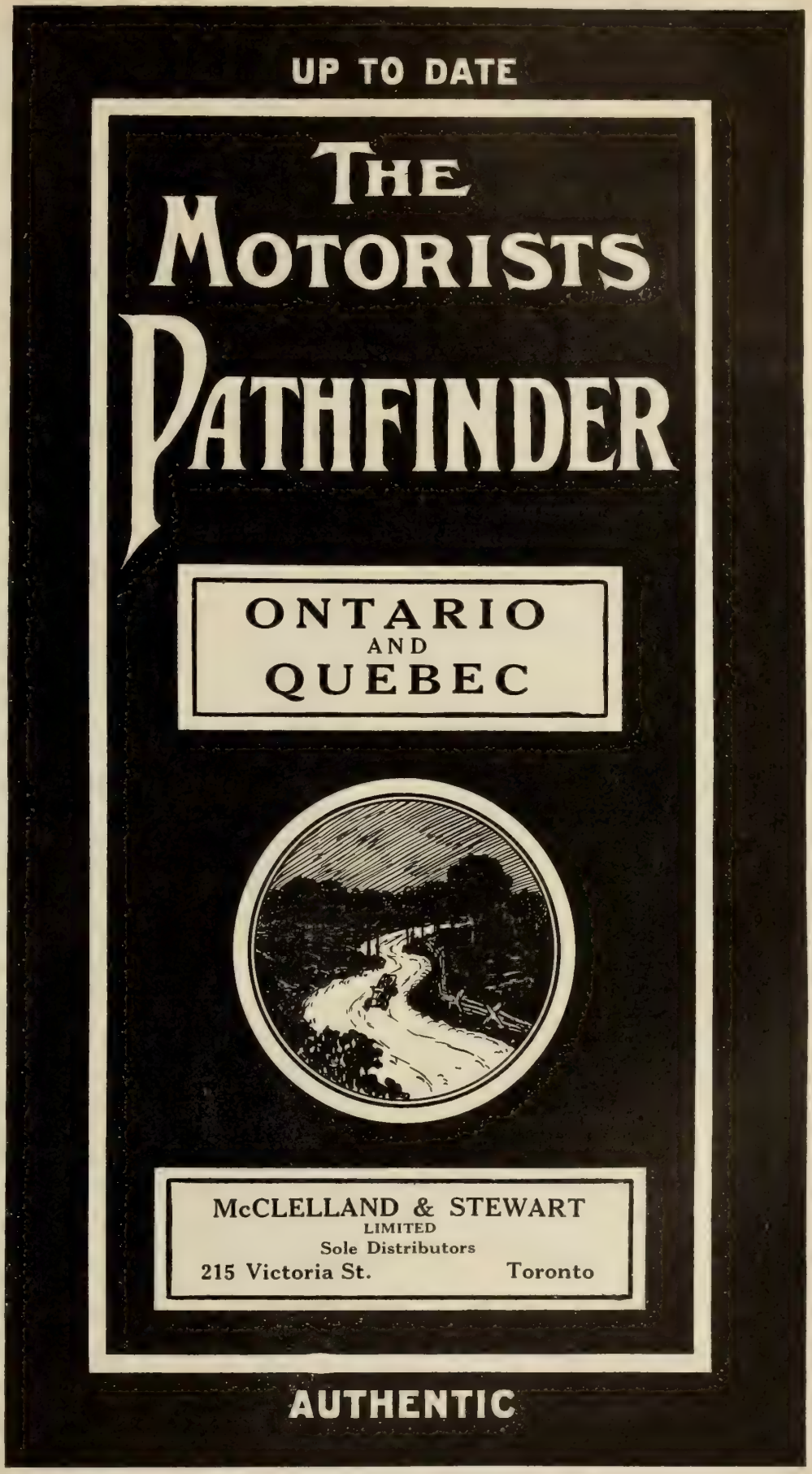
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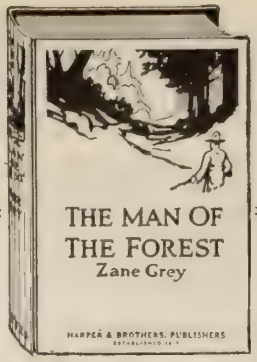
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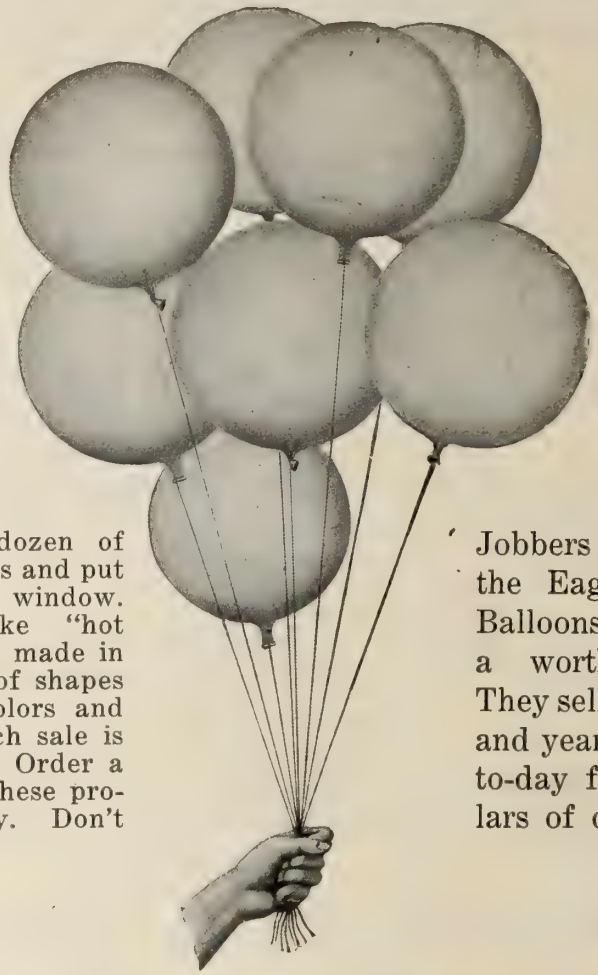
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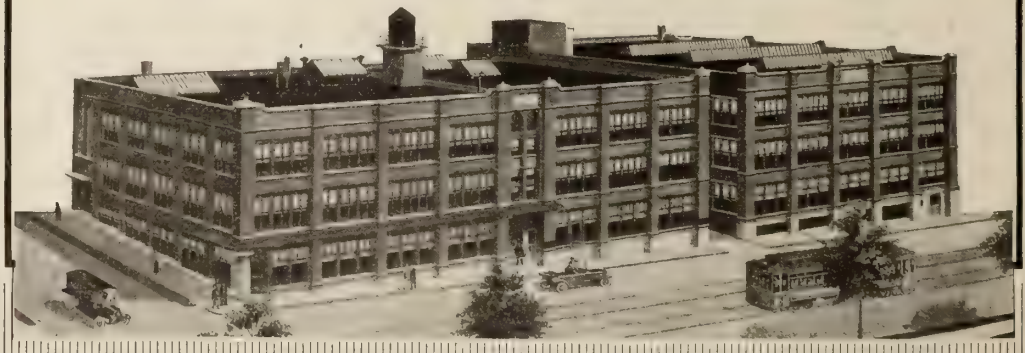
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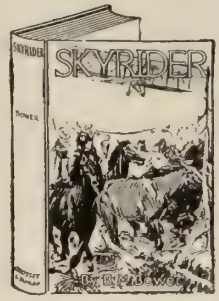
CANADA—Montreal, Southam Building, 128 Bleury Street, Telephone Main 1004. Toronto, 143-153 University Ave., Telephone Main 7324. Winnipeg, 1103 Union Trust Building, Telephone Main 3449. Vancouver, 39 Tenth Ave. West.

GREAT BRITAIN — LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, Mrs. E. C. Gibb, Room 1606 St. James Building, 1133 Broadway (corner 26th Street); Boston, C. L. Morton, Room 734 Old South Building, Telephone Main 1204. A. H. Byrne, Room 1402 Lytton Bldg., 14 E. Jackson Street, Chicago; Telephone Harrison 9133.

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There's still magic in the number SEVEN!

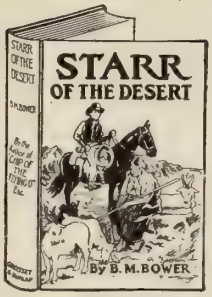


Just *SEVEN* years ago Grosset & Dunlap brought out in the Popular Edition the first *SEVEN* of those famous rollicking stories of the West by B. M. BOWER.

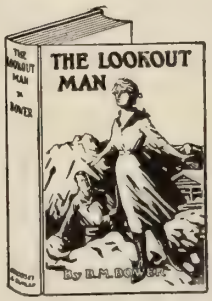
The list of titles has now grown from *SEVEN* to *SEVENTEEN*, and for popularity they are second only to the great Zane Grey books.

In order to properly celebrate the *SEVENTH* anniversary of taking over the B. M. BOWER books, we have prepared a big special selling campaign, backed up by every sort of dealers' help and advertising.

March 1st the date of publication of the new BOWER reprint *SKYRIDER* will open this campaign. Get ready for the fray by ordering a full stock of the following *SEVENTEEN* B. M. BOWER titles:



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CHIP OF THE FLYING-U
THE FLYING-U'S LAST STAND
FLYING-U RANCH
GOOD INDIAN
THE GRINGOS
THE PHANTOM HERD
STARR OF THE DESERT
THE LURE OF THE DIM TRAILS
THE HERITAGE OF THE SIOUX
THE LOOKOUT MAN
THE LONG SHADOW
HER PRAIRIE KNIGHT
THE LONESOME TRAIL
THE UPHILL CLIMB
THE HAPPY FAMILY
THE RANGE DWELLERS

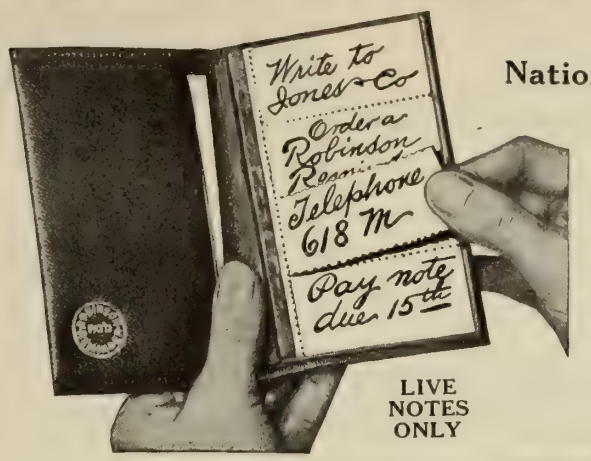


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Tear Out When Attended to

Each memo separate; when attended to, it is torn out. This leaves everything ready for instant reference and removes the last excuse for forgetting. Has handy pocket in cover. Made in three sizes; all leathers.



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LITERARY DIGEST
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A Million Sold And Business Just Getting Under Way!

Demand on dealers gets stronger every day. There is no limit to the sales possibilities. Dealers say they've never seen anything like it. Every man and woman who has anything to remember is an almost certain prospect, sooner or later. Write for our dealer's proposition and discounts.

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RETAIL PRICES:

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Size B 3 in. x 5 in. Size A 3 1-2 in. x 7 in.

Handsome Black Leather	$1.25	- -	$2.00
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EXTRA FILLERS
Per dozen: Size B, 75c. Size A, $1.00. Size L, 70c
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This Dealer Sells
WORK-ORGANIZERS
Simply by Keeping Them in Sight

"We have had a window display of WORK-ORGANIZERS which was very successful as you will no doubt note from the two recent orders sent you."

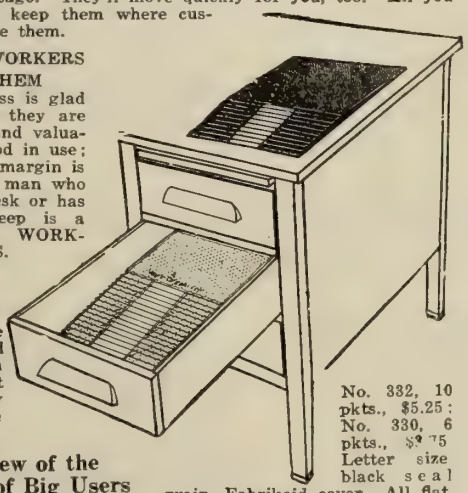
That's how WORK-ORGANIZERS move for Stevens-Maloney & Co., in Chicago. They'll move quickly for you, too. All you have to do is keep them where customers can see them.

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The Big Boss is glad to buy them, they are so practical and valuable; make good in use; repeat great; margin is liberal. Every man who works at a desk or has records to keep is a prospect for WORK-ORGANIZERS.

SUPPLY YOUR BIG CUSTOMERS

Don't let the big firms send out of town for these — let them know YOU have them.



No. 332, 10 pkts., $5.25; No. 330, 6 pkts., $3.75 Letter size black seal grain, Fabrikoid cover. All flat, open in front, your own subject labels.

In Drawer No. 734, handsome paper, 15 pkts., $2.25; No. 732 10 pkts., $1.90; No. 730, 6 pkts., $1.50. Letter size. Ten other styles.

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Flat, smooth, neat — fits vest or hip pocket, or ladies' handbag without bulging. Saves clothes. Keys easy on, easy off, easy to locate even in the dark. Each hook holds two.

A RED-HOT SELLER!
Whoever Carries Keys Needs a Key Kase

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4 Hooks	50c
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8 Hooks	85c

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6 Hoks	1.10
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L. A. W. NOVELTY CO.
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The AIGNER Way
Saves Half the Time

Aigner's Patent Cut Index Tabs come in strips or gangs already cut, leaving the tabs in one strip with a 1/16 attachment on rear edge. One-half turn separates the tabs — no mixing of tabs, as they come in alphabetical order; the next letter is always at the top of the strip. Tabs are linen-lined on inside, gummed and ready for use.

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Index Tabs of all kinds
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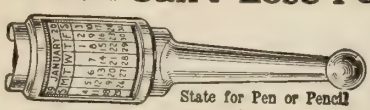


"ARGUS" Paper Fasteners

New patent—finger guard absolutely prevents point pricking. Made of steel and always stays in place. Cost no more than others and sell readily. Write for FREE sample.



You Can't Lose Pen or Pencil



State for Pen or Pencil

Full Size

This wonderful UP-TO-DATE combination clasp and yearly calendar will more than pay for itself by saving pencils and time. At all good stationers or from us 15c. stamps or coins.

ARGUS MFG. CO. **Dept. 10**

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The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music.**

as an established demand for this line of Music exists throughout the United States and Canada.

It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means **a profit of over 150 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

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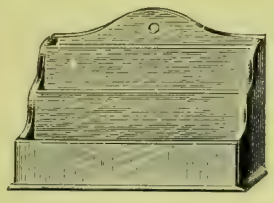
FOR SALE BY THE LEADING JOBBERS IN PAPER

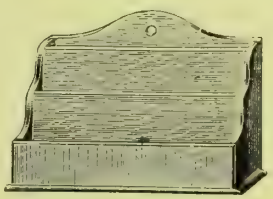
Setten & Durward In Canada

Another connection of importance to the Canadian trade has been closed, by which we will in future represent Setten and Durward, of Birmingham, England, for Canada and Newfoundland. This arrangement was made when Mr. MacDougall, President of our Company, was in England recently.

Setten & Durward

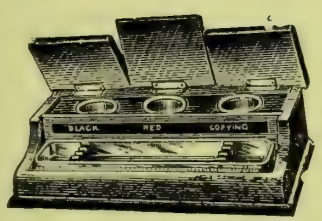
are the largest MANUFACTURERS in Great Britain of Stationery, Metal Sundries and Wood Specialties for stationers.



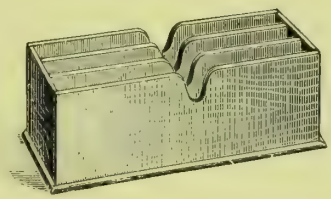


During the war their plant was to a very large extent devoted to the production of war necessities for the British Government, but they are now coming into the Canadian trade in a large way.

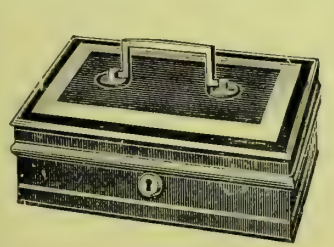
There are two immense Setten and Durward factories in Birmingham. One is devoted to the manufacture of a varied line of products of wood, such as Stationery Cases, bases for Ink Stands, etc.

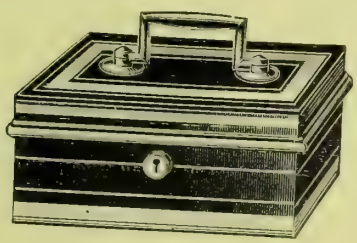


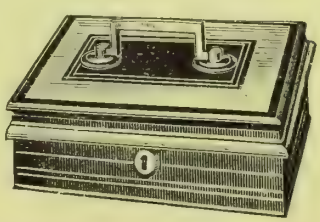
In the other factory are manufactured metal specialties, such as Brass Paper Fasteners, Compasses, Dividers, Protractors, and the various items going to make up Drawing Sets, as well as other School Supplies. Cash Boxes and Deed Boxes are extensively manufactured. Still another important line comprises various carded goods for stationers.



This new connection rounds out the Aro-Mac lines in such a manner as to furnish the most complete and most efficient service to the stationery trade of Canada.

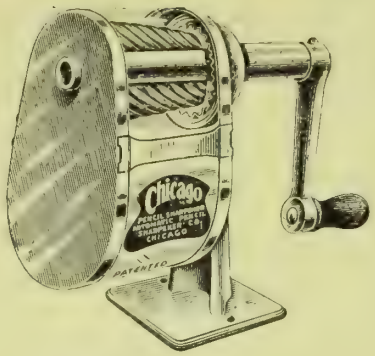






A. R. MacDougall & Co., Ltd. *Representatives for Canada and Newfoundland*
468 King Street West - Toronto

PENCIL SHARPENERS



Low-priced machine—Twin milling cutters. Sharpens pencils of standard size. Fitted with stop that prevents waste.

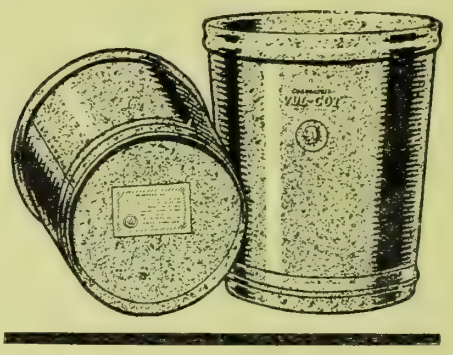


This model is like the Chicago but has device that permits sharpening of all sizes of pencils.



The acme of value and perfection in hand-feed sharpeners. Point-adjuster enables user to produce any desired point blunt or fine.

Aro-Mac Lines



VUL-COT
GUARANTEED
Waste Baskets

Guaranteed for Five Years

Clean---Solid Sides and Bottom

Fire Resisting

Good Profit for Dealer

Other Important Line

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Erie Art Metal Goods

Hunt's Round Pointed Pens

Superior Fasteners

Non-Shine Chair Pads

YOU FARE BEST BUYING FROM

Stationers' Sundries

Vul-Cot waste baskets possess all the selling power of a novelty, yet they might be called conservatives among staples. The better they are known the more strongly do they become entrenched in public favor.

The Vul-Cot is an aristocrat among waste baskets. It has a distinctive personality that singles it out from among its associates—wicker, wood and metal—and gains the attention of the careful buyer.

Yet Vul-Cots cost little more than ordinary waste baskets. They are easy to sell.

A little pushing, like an occasional window display, a favorable position inside the store and the calling of your customers' attention to them will easily make them one of your most profitable lines.

They have done that much for others.
Write for full particulars

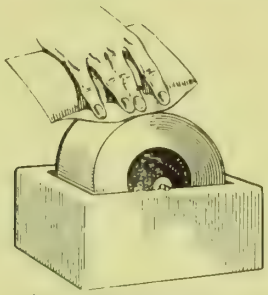
ou Should Carry in Stock:

Trussell's Loose Leaf Memos and Price Books
Webster's Ink Powders
Smigel's Desk Pads
Excelsior Stamp Pads All Colors
James MacNeil & Sloan's Sealing Wax

Sengbusch Specialties



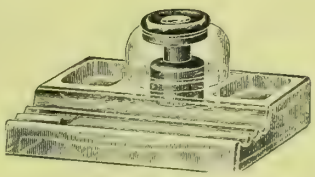
No. 51—Plain Glass



Ideal Sanitary Moistener.



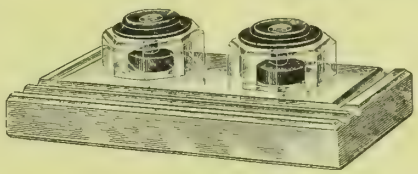
Mucilage Applier.



No. 310—Plain Glass



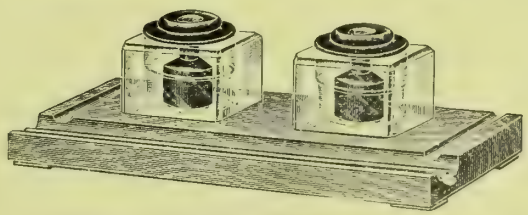
No. 52—Cut Glass.



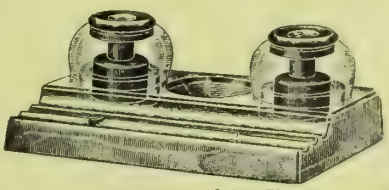
No. 212—Cut Glass.



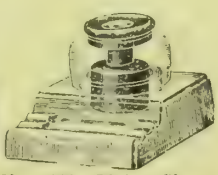
No. 117—Oak Base.



No. 412—Cut Glass.



No. 320—Plain Glass.



No. 300—Plain Glass.

A. R. MacDOUGALL & CO., LIMITED

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Increasing Sales

Indicate Satisfied Buyers





Get Samples and Prices For School Tender



STANDARD OMEGA DUSTLESS

A. R. MacDougall & Co., Ltd., Toronto

Representatives for Canada and Newfoundland

DIXON



Here Are Five Leaders in Pencils For Your School Trade

These are in stock in Toronto. Ready to ship to you.

Interview school and collegiate principals and get them to recommend these pencils to the pupils.

NONE BETTER MADE

A. R. MacDougall & Co., Ltd., - Toronto

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DIXON

SWAN FOUNTAIN PENS

THE "SWAN" FOUNTAIN PEN



"The Pen with the smoothest Gold Nib"

The Swan Pen is made in all styles. Standard, Safety and Self-filling and in a complete range of sizes and points to suit every hand. Fine, medium, broad, stub, turned up, oblique and special points for Manifolding, Bookkeeping and stenography.

Its increasing popularity is the result of its efficiency as a writing instrument, the smoothness of the Gold Pen points, and the instant response on touching the paper are a source of satisfaction to user while the excellence of manufacture and high finish add to its beauty and gracefulness.

Used and known all over the world

MABIE, TODD & COMPANY

MANUFACTURERS

London **Paris** **Toronto** **New York** **Chicago**



BOOM YOUR GREETING CARD BUSINESS

Can You Afford to Run The Same Lines Year After Year?

Why not at least wait and see something really new?

A NEW LINE ENTIRELY THE DREYFUSS ART

Christmas and New Year
Greeting Cards and Booklets

New Artists **New Designs**

New and Original Sentiments

The largest variety of any line shown and for the first time *Sold Direct to the Trade,* meaning better value for you and your customers.

These cards are bound to WIN their way into the best stores throughout Canada.

1920 WILL BE THE BIGGEST OF ALL YEARS FOR CHRISTMAS GREETING CARD TRADE

VALENTINE & SONS UNITED PUBLISHING CO.,
LIMITED

TORONTO WINNIPEG

EDITORIAL COMMENT

THE JOBBER IS INDISPENSABLE

THE prediction has been frequently made that in the progress of merchandising and reducing the cost of goods the wholesaler or jobber would in course of time be eliminated. The opinion of those responsible for such an opinion appears to be that in dispensing with his services an unnecessary profit would be saved to the retailer who would, under the changed circumstances, purchase direct from the manufacturer. To anyone, however, who is acquainted with conditions governing the manufacturing and retail businesses such a prediction will appear little likely of fulfilment. On the contrary, the jobber of to-day, in spite of his oft-heralded extinction, is probably more securely fixed in his position, and his existence is more necessary to the efficient working of the business machine than at any previous period in the history of commerce. The reasons for this are obvious.

In the first place the mediation of the jobber in the process of the distribution of goods is an economy rather than an expense. The manufacturer's overhead expense for travelling representatives and other charges which he would be bound to incur in selling his own goods and in supplying fifty or one hundred different customers with small orders rather than the whole to one customer would be so enormously increased that he would be compelled to charge much more for his product. In addition to this, the retailer would be compelled to give, say, fifty separate orders to various manufacturers where at present he gives the whole order to a single jobber, thus saving himself the trouble of keeping fifty separate accounts and making fifty separate payments. The services of the jobber are, therefore, a distinct and almost indispensable benefit both to retailer and manufacturer. Again, it will hardly be disputed that the average retailer is likely to have less experience and less facilities for buying than a large jobbing house. The latter carefully selects goods at the lowest possible price and the retailer shares in the advantages accruing from the jobbers' buying abilities.

Glance round a stationery store or a drug store and consider the immense labor that would be involved wree these merchants compelled to purchase every article direct from the manufacturer. Sorting-up orders, too! How could these be filled several times during the season were it not for the jobbing salesman, to say nothing of his being able to buy staple lines in small quantities, when otherwise he would have to place orders possibly beyond his actual requirements.

It will thus be seen that the jobber, instead of being a cause of needless expense, renders services which are a source of economy to the retail trade.

KEEP TRADE POSTED

THE demand for practically all varieties of stationery products has leaped to undreamed-of proportions. Factories everywhere are straining to the utmost to supply the world with its needs. The manufacturers of these lines, in order to promote efficiency in the trade, must not only increase production, but should proclaim increased production by means of judicious advertising as a guide to the trade they serve. Another aspect for them to ever keep in mind is that the salesman of to-day may be the proprietor of to-morrow; and he who fails to keep this big fact in mind is, beyond question, missing golden opportunities for building up business for the future. Things that cannot be seen or felt by the people of the world have no reality—nothing but darkness. No radiance glows from the light beneath a bushel and to the world it is nothing but darkness.

CULTIVATE STORE SPIRIT

STORES, in order to achieve maximum results, must have a definite business policy. They cannot be conducted along the line of a hit-or-miss policy. A most important development of following out definite business principles is what many merchants call a "store spirit." It shows itself in increased efficiency, in closer co-operation, and makes for smoother relations in all departments. This store spirit should be cultivated, even while it is being developed. The idea would be instilled into the minds of the clerks that they are a part of the store and that on their work ,to a much larger extent than they often realize, hinges the success of the various departments. Many proprietors of the most successful hardware stores hold regular conferences with the men in their employ, and talk over with them each situation that affects the store. Information and ideas that are invaluable are often gained in this way. From the employee's standpoint, it gives him an added interest in the welfare of the store and makes him feel that he is a part of a growing institution and responsible for its standards.

The School Text Book Question

Statement by Education Department of New Government of Ontario Brings Out Spirited Criticism

FOLLOWING is a statement sent out to the press by the Department of Education, and this is followed up by a letter written by C. L. Nelles, of Guelph, Ont., in reply. Mr. Nelles is one of the moving spirits in connection with the prospective organization of a trade association of the booksellers of Canada:

"Owing to the great increase in the cost of producing text books in the last few years on account of new conditions prevailing in respect to labor, paper, binding, etc., it has been found necessary either to increase to the purchaser the cost of many of the text books, or to pay to the publishers of the books an amount sufficient to enable them to carry on if the present retail prices are retained.

"The Hearst Government favored the latter plan, and during the current school year (1919-1920), in accordance with arrangements made last summer, the Ontario Readers, the Ontario Public School Grammar, and the Ontario Public School Arithmetic, while selling at the former prices, are costing the Government the difference between the former prices and the actual amount required to meet the just claims of the publishers concerned. The present Government has decided that this arrangement is equitable and that it should be continued in respect to the books just named. It has also been decided that an equivalent arrangement is to be followed in the case of all new contracts now being arranged for next school year. This plan appears to be a fair and just middle course between a plan which would distribute free text-books to the schools and a plan which would oblige the pupils to pay an abnormal price due to post-war conditions.

"The following Public School text-books, therefore, on the list for next school year (1920-1921) will be issued under the plan now outlined: The Ontario Readers, The Ontario Public School Arithmetic, The Ontario Public School Composition and Grammar (new book). The Ontario Public School History of England and Canada. If the same arrangement should be made for other books, due notice will be given. It is expected that the Revised Primer and the Revised Manual on Primary Reading will be ready for the schools next September.

"As to High School text books, the purchaser will continue to pay the full cost. It is expected that two Revised High School text books and one new High School text book will be ready for the schools next September, namely, The Ontario High School English Composition (revised), The Ontario High School Geometry (revised), and The Ontario High School Geography (new book)."

Must Have Fair Profit

Following is a copy of a letter on the subject of school text-book prices sent to the new Minister of Education by C. L. Nelles of Guelph, which booksellers everywhere will read with interest:

"February 23rd, 1920.

"Hon. L. H. Grant, Minister of Education, Parliament Buildings, Toronto.

"Dear Sir—I notice in the papers that you have made arrangements with the publishers in regard to school books, apparently without consultation with the distributors throughout Ontario. The item of school books in retail stores has been a big argument with the late government, and it is the intention of the booksellers to make the retail price of all school books satisfactory to the dealers without any regard to published prices. This line has been carried for years at a loss, and now that express and freight are doubled, it is either a case of the Government supplying them free or the price retail being made satisfactory to the dealers. We did not expect any action would be taken by your department in the meantime and were arranging a meeting to appoint a deputation to meet you and go into the matter. As it is too late for that now we will meet and arrange retail prices of school books to suit ourselves, regardless of published ones in the books.

"We cannot afford to pay for the education of all the school children in Ontario, which is the case at present, owing to the unreasonable demands and arrangements of educational departments who may control the publishing but not the selling prices.

"I remain, yours faithfully,

(Sgd.) C. L. NELLES,
Guelph."

PREFER BRITISH BOOKS

One effect of the increasing price of educational textbooks of U.S. publications is that many of these are being eliminated by Canadian schools and colleges, being replaced by textbooks from England and others published here in Canada. The teachers and professors are nothing loath to change to the British and Canadian publications and it seems probable that this tendency will continue to grow and that the change will become permanent even though prices of U.S. books may subsequently go down again to normal prices. One of the latest recommendations along this line is that of President MacLean of the University of Manitoba to replace U.S. textbooks used there by ordering instead Canadian and British books in cases where educational advantages do not intervene.

WITH the example that has been set in the Western Provinces in the matter of uniform public school text books, and the tendency in that direction in the Maritime Provinces, is it not time for Ontario to realize the opportunity that this opens up toward greater efficiency and the advancement of national ideas? Why shouldn't all Canadian children have the very best possible school text books? Joint action by all the provinces will certainly tend that way, and the new Government of Ontario might well work toward that end in the reforms which it is understood they have in mind for the Education Department.

For Uniform Text-Books

Representing New Brunswick, Dr. W. S. Carter and Dr. H. S. Bridges, of St. John, have recently been in consultation with Nova Scotia authorities discussing the possibilities of agreeing on certain standard books which might be used in common by the various Provinces, and thus greatly reduce the cost. The text-book committee of the New Brunswick Board of Education has decided that several of the books in use in that Province should give place to better works, but has not yet recommended any in their places. The movement toward greater uniformity is reported gaining ground steadily, and already an agreement has been reached by the Provinces of Manitoba, Alberta and Saskatchewan and British Columbia. In a statement issued following this conference the New Brunswick Chief Superintendent of Education gave out that there would have to be considerable delay in issuing the new geography, history and readers, because the boundaries in the eastern hemisphere have not as yet been made; the history and literature have not been compiled and selected.

"For many reasons a number of our present text-books must be changed. Some are obsolete. Others can no longer be obtained, and still others have so increased in price that we can no longer pay the prices asked." The advantages of one Province combining with others in the purchase of text-books are the lower prices offered for large quantities.

It is not likely that any changes in texts will come into effect in New Brunswick for a year or two, as it is necessary to enter into contracts for a number of years.

The book section of the Annual Spring Number is going to be of special interest and with the announcements by publishers will constitute a most valuable guide to the season's publishing activities.

Organization { What Osborne of Calgary Says Some Reforms That Are Needed

Based on an Interview With F. E. Osborne During a Call at the Office of Bookseller and Stationer

F. E. OSBORNE, of Calgary, called upon "Bookseller and Stationer" when in Toronto early in February and, in the course of a conversation on the subject of trade organization, cited some trade benefits that might be attained by united action on the part of the retail booksellers throughout Canada. His attitude was that it was necessary that there should be better profits in the book business for the retailer, and he said that he appreciates the necessity for the best possible degree of co-operation between retailers and the wholesale houses. While in Toronto he had conferred with several of the wholesale houses on this matter and had been pleased to find that there was a strong tendency toward putting the book business on a proper price basis, so that books might be sold by the retailers at prices that bore the proper relationship to their cost to the dealer. The first step, and a big step in this direction, was the elimination of printed prices from book jackets, this reform going into immediate effect.

Mr. Osborne had been much interested in the practical suggestions of Mr. Nelles, of Guelph, in the January issue of "Bookseller and Stationer" toward forwarding the organization movement and learned with pleasure of the keen interest that was being shown by Fred Cloke of Hamilton, Paul Trebilcock of Peterborough, Adam Esch of Edmonton, and other representative men of the trade.

Referring to other trade benefits that could be realized through organization, Mr. Osborne referred to freight rates on books. In the United States books were given the benefit of third class freight classification, and fifth class in car lot shipments; whereas in Canada the railroad classed them as first class and third class in car lots. The compact manner in which books, by reason of their shape, could be packed, as compared with other merchandise, was another argument in favor of favorable freight classification. Blank books at present get second class classification, the reason for this preferred rate over printed books being the assumption by the railroad that the latter are more valuable, whereas, as every bookseller and stationer knows, the blank books he buys are in most cases of higher invoice value than printed books. The ethical of printed books should not come into consideration in fixing freight rates upon them by the railroads. A good strong trade organization of booksellers could bring influence to bear that would result in getting proper freight classification for books.

Another question that should have the united attention of the retailers was that of unfair customs tariff classifications. One of these was the ruling of the department that necessitated the paying of higher duty on painting and drawing books having blank pages or outlines to be painted or drawn upon, than on such books without this feature. This was mere red tape. The department classed such books as blank books, because they were books "to be written or drawn upon." This hair-splitting tendency at Ottawa could be minimized by the retailers were they to take this question up as an organized body. This would be a case calling for joint action with the wholesale trade toward bringing about this reform.

A similar case was that of school text-books with blank pages, while school text-books were free of duty. If a text-book happened to have a few pages for notation, customs officers, in some cases, made them subject to duty and found support for their decisions in the wording of the tariff clauses. Mr. Osborne considered that the trade should hold out for a clear ruling that would classify a book in accordance with its predominating nature. A book with over 50 per cent. text should be classed as a text-book, because that was its real nature. Nobody would buy a book with over half its pages printed in order to use the unprinted pages. That would be ridiculous. They would naturally buy a book without any printed pages for reasons that were most obvious.

Mr. Osborne said he had a bone to pick with some of the church publishing houses, who put out hymn books and kindred books, some of the discounts to the trade being as low as 20 per cent. That did not allow a living profit, and Mr. Osborne did not consider that this was in keeping with the precepts of Christianity. An association of booksellers should be able to bring influence to bear that would relieve that situation.

As to conditions relative to school text-books, Mr. Osborne considered that the Ontario booksellers were in a far worse position than Western retailers, who got prices for school texts that at least approached the proper relationship to actual cost, in spite of whatever price was stamped on the book. He realized that it would be more difficult for Ontario booksellers to do this, but he was strongly of the opinion that the booksellers, with the U. F. O. Government now in the saddle, should get after this new Government in the strongest possible manner, and that alone was sufficient incentive for the Ontario booksellers to get into an organization for strengthening the influence they could bring to bear upon the Government.

Mr. Osborne is a member of the Calgary municipal council, being one of a group of business men who now dominate that body. This was brought about by organization to offset "Red" tendencies that had manifested themselves in that city. The success of the business men in the elections there had proved most beneficial to the civic interests of Calgary.

Favors Joint Organization

In sending in the coupon as appearing in the January issue, answering all questions in the affirmative, D. C. McRae, of McRae Bros., Prince Rupert, B.C., writes as follows under date of Feb. 2:

"Attached you will please find coupon re 'The Organization Question.' I am very glad to see you make the move, though I anticipate that the number of replies will not be large. People hesitate to travel unfamiliar seas, but the waters are well charted. The National Association of Stationers and Manufacturers (of the U. S.) was organized in 1904. Their sixteen years' experience is at our command. Furthermore, they (the N.A.) have volunteered to send over some of their most experienced men to help us organize. Getting started on right lines is invaluable.

At present there are twelve firms in Canada that are members of the N. A. of S. & M. You say: 'Will you pay your share up to $10.00 per year for a secretary?' Here we have already twelve firms in Canada paying their $15.00 per year for the privilege of standing outside the fence—watching the game. They receive twice per month the 'Association News' and learn what is going on, while the most important work—the recommended resale prices by the Catalogue Commission, are of no service to the Canadian members, but would be worth several times the dues, if applicable to Canada. The National Association, organized sixteen years ago, now has a membership of over 1,200. Commencing with 1920 the dues have been advanced to $30.00 per annum for retailers, and from $75 to $100 for wholesalers and manufacturers. Every one of the twelve firms that are now members of the National Association can be depended upon to join a Dominion association. We have in Canada the material for a strong progressive

association. A large membership is not to be expected at the start. The past four years the National Association has had out field secretaries to organize local associations and get members for the National.

The remarks of J. S. Luckett, in your January issue, are good, and the observations of Mortimer W. Byers in the 'Association News' of Aug. 15, 1919, are well worth reproduction.

You have done fine in calling for a show of hands ,and I hope that in the near future a convention of all booksellers and stationers, wholesalers, retailers and manufacturers will be called to meet in Toronto."

Yours truly,

D. C. McRAE.

It will be observed that Mr. McRae's idea is to have an association taking in wholesalers and manufacturers, as well as retailers. This is a point regarding which there is bound to be considerable discussion, because some of the advocates of organization have all along been of the opinion that it should be restricted to retailers. One thing beyond dispute, however, is the fact that the plan which Mr. McRae advocates has been an outstanding case in the case of the National Association of Stationers and Manufacturers of the U. S.

"HIGHER, STILL AND HIGHER"

Stationers in Canada are pretty well posted as to the paper situation and are not prone to entertain any fond expectations of lower price when they are neither in sight nor at all probable. It is not amiss, however, to quote the following from the manager of a United States manufacturing concern:

" I think that there is no possibility of lower prices at this time. If anything, the tendency would appear to be toward increased costs which must of course, mean increased prices. I am very much in hopes that this may be avoided, but if present conditions continue we all know what the possibilities will be.

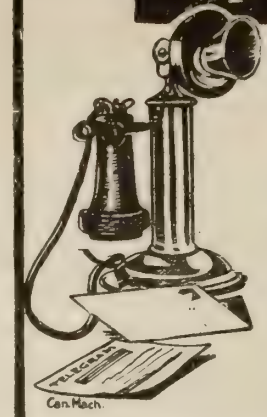
"We have four paper machines making practically all high-grade papers. We have hardly lost a day on any of the machines for the past five years, and we have never been so pressed on the entire equipment as now and over the entire year of 1919. To-day we are disturbed at the volume of business ahead of us, and the consequent poor service which we are giving—this in spite of the fact that we are soliciting no new business from any source. Therefore, the situation in which we are placed is due entirely to the volume of business placed with us by our regular customers."

Here is how the paper situation confronts magazine publishers in the U.S. as indicated by an Associated Press despatch:

"Never before have publishers of periodicals found themselves facing such a serious situation. Practically all the paper to be produced this year has already been spoken for. Paper manufacturers are forced to limit deliveries of paper to the orders already placed—in much the same manner as the distribution of coal last winter was confined to orders placed early in the fall.

"This means that each publisher now knows his definite paper allowance, and, regardless of demand, must limit the size of each monthly edition to that allowance, or 'quota' as some publishers term it."

'Phone, Wire or Mail



British Columbia Merchant Makes Bid for Big Trade from Outside Districts

A MERCHANT who makes a specialty of getting after outside trade, not being content to take what comes to him from his own vicinity, is W. J. Atchison, manager of the Cranbrook Drug and Book Company, Cranbrook, B.C. All mail orders, Mr. Atchison impresses upon the public, will be promptly attended to. In announcing the receipt of a new and very complete stock of flashlights and batteries of all kinds, Mr. Atchison said: "If you are in the out-of-town district drop us a letter or card and anything you want in our line will be sent by return mail or express. We give special attention to out-of-town orders."

BOOTHS HELP SALES

Stationers who display holiday goods in decorated booths find that customers are more easily drawn to the goods and that sales increase. The bright colors prove irresistible and the trim itself shows how some of the goods (crepe paper, paper flags, shields, etc.) can be used effectively. For St. Patrick's Day and for displaying Easter goods the booth idea should be used. A permanent booth of a substantial nature might well be constructed because it could be used at all times of the year, being changed to suit the different seasons and for special occasions as well as occasional displays featuring Birthday cards. Booths can be made so attractive that they will attract people and thus help to creat many additional sales.

New Uses for Sealing Wax

STATIONERS can get many a new idea for promoting stationery sales by close observation as regards all their contacts in life, and especially in reading. From a writer in "McClure's Magazine" are gleaned data about a new use for sealing wax.

Notwithstanding the fact that wax is no longer needed for sealing letters, the gentle art has not been given up, and there is something about the daintily-sealed letter that gives it an air of distinction that makes it well worth the time it takes. With the last few months women of taste have been reviving the use of sealing wax. The wax may be bought in almost any color, and women who like to have little individual touches in their stationery select one of the more unusual colors and use nothing but that. For instance, one woman uses nothing but canary yellow wax on grey stationery; another woman, whose writing paper is a faint cream tone, uses fawn color wax, and another whose paper is of glossy white uses a vivid apple green, with very striking effect. For most women, however, the best selections are from the metallic-toned waxes. These are to be had in silver bronze, gold bronze, blue bronze, green bronze, and copper bronze.

One very important consideration is the seal. Most women are not content to use merely the stock initials, but have some specially-designed monogram, coat of arms, or other device cut on the seal base. There is variety in the shape of this base, too. Besides the usual round base there is the square base, the oblong, diamond-shaped, oval and square. Some blue-stockings select the device of their alma mater for their seal; others select some simple device from their family coat of arms; others have a design made that contains the initials of their name. One of the little accessories that the woman interested in sealing her letters should get is the fine powder that can be used to dust over the seal after it is made so as to make the impression take on the color of the powder while the rest of the seal retains the original color, thus producing a charming two-toned effect.

But the girl of to-day does not stop with using sealing wax on her letters. She makes all sorts of interesting things with the wax besides. It is not difficult to make little place cards and to make designs on small gift boxes by means of the wax, which is used while it is hot and worked into shape with a small palette knife. Very attractive beads may be thus made, combining various colors in the same bead.

NEWS OF THE TRADE

RICHARD BROWN PASSES

Death of the President of Brown Bros., Ltd., Old Established Wholesale Stationery House in Toronto

Richard Brown, who was the dean of the stationery trade in Canada died in Toronto on Saturday, Feb. 14, aged 86. Death came as the result of a general physical breakdown following a few days' illness.

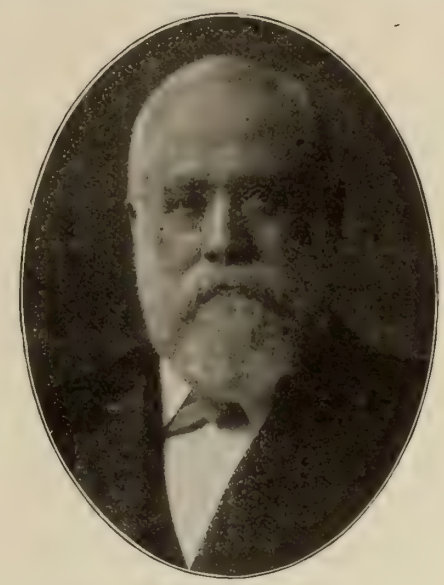
Richard Brown was president of the old established wholesale firm of Brown Bros., Limited. He came to Toronto from Newcastle-on-Tyne, England, with his parents when 11 years old, and had resided here since.

Despite his extreme youthfulness, he went to work immediately upon his arrival in Toronto, choosing the stationery business, with which branch of mercantile endeavor his father had been connected in England. He was employed by Thomas McClure, then a King Street stationer. He later started a business at 64-66 King Street east—the present site of the C.N.R. offices. Associated with him were his two brothers, John and Thomas, both of whom died several years ago. The establishment of this enterprise marked the foundation of the the present firm. In 1903 the firm transferred to 51-53 Wellington Street, remaining there till 1916, when it moved to the quarters it now occupies at 100 Simcoe Street.

Up to a year ago Mr. Brown was actively identified with the company. As his health was failing, he retired, and had not been down town since. His conditions gave no cause for alarm, however, till the breakdown which caused his death ensued.

He is survived by two sons, T. A. Brown and R. N. Brown, both members of the firm, and four daughters, all of Toronto: Mrs. A. A. Fisher, Mrs. A. E. Heustis, Mrs. J. N. Kerr and Miss Belle Brown.

Friends, relatives, business associates and employees of the late Mr. Richard Brown to the number of over 200 paid their last respects at funeral services at the residence, 446 Jarvis street and at the graveyard. Among the mourners were principals of the firms of Copp, Clark Co., Ltd., W. J. Gage Co., Ltd. and Warwick Bros. and Rutter, who desired to pay tribute to the sterling qualiies of the man who for more than half a century had guided the destinies of their business competitor, Brown Bros., Ltd.



The Late Richard Brown

Tressider Bros., Hamilton, are establishing a new industry, to manufacture fancy paper boxes. They retain their interest in the National Paper Goods Co. in that city. About twenty-five hands are to be employed in the new works.

DEATH OF RICHARD UGLOW

One of the best-known of Ontario's booksellers and stationers passed away on Feb. 9, in the person of Richard Uglow, of Kingston. He was 65 years of age. Mr. Uglow conducted a highly successful book and stationery business. Before going to Kingston about twenty-five years ago, he conducted a similar business in Ottawa. He was a native of Goderich, Ont.

THE PAPER MARKET

The tendency of the paper market is still upward, to a marked degree, and the manufacturers of writing paper find themselves forced to revise their prices.

Sub-normal production, due to labor unrest, strikes, and the apathy of workers in general, as well as the constantly-increasing demand on the United States from all parts of the world for paper, has made an actual shortage. The sale of paper to-day is 25 per cent. greater than its production.

The Wahl Company, of Chicago, manufacturers of Eversharp pencils and adding machines, has started work on a $600,000 addition to its present plant at 1,800 Roscoe Street, Chicago. It will have four stories, and 150,000 square feet of floor space.

SIXTIETH ANNIVERSARY

At the annual meeting of the Board of Directors of the American Lead Pencil Company, New York, the following officers were elected for the coming year:

Louis J. Reckford, president.
Byron B. Goldsmith, vice-president.
Sam J. Reckford, treasurer.
John King Reckford, secretary.
M. J. Leonard, assistant-secretary.
E. L. Ashton, assistant-treasurer.

In the course of the meeting, the attention of the Board was called to the fact that this year marks the sixtieth anniversary of the founding of the company, which occurred in the year 1860. Since that time the growth of the company has been steady, and its trade marks are known throughout the world.

The Albemarle Paper Manufacturing Company, of Richmond, Va., has purchased the Dixie Paper Mills, heretofore restricted to making wrapping paper and specialties. It will be converted into a blotting-paper plant.

LISTS RECEIVED

An interesting announcement from the P. F. Volland Co. includes a schedule of new prices which are, necessarily, considerably increased by reason of economic conditions that must be met. At the same time, advice is given of an increased discount to the trade.

TRADE ENQUIRIES

A firm in Birmingham, England, wants to get in touch with Canadian manufacturers of kraft papers, grease proof papers, sulphite and cap papers.

A London, England, firm enquires as to Canadian makers of waxed papers.

A Hull, England, firm wants samples of Canadian-made wax papers and strawboard.

Trade enquiries received by the Trade and Commerce Department at Ottawa, as reported in the "Weekly Bulletin" of Jan. 12, include the following:

Toys.—A London firm of wholesale toy manufacturers and importers are prepared to purchase Canadian toys suitable for United Kingdom markets, and in this connection would be pleased to receive catalogues and offers from those in a position to undertake export trade regularly.

Stationery and fancy goods.—A manufacturers' representative in Barbadoes is wishful of representing a Canadian firm for stationery and fancy goods.

The Traveller { Getting Better Recognition / His Importance in the Trade / Sometimes He's Shortsighted

Something About His Place in the Business World — Remuneration of First-Class Traveller Should be in Keeping With His Real Value to the House

SINCE a year ago, when this paper advocated better recognition of senior travellers, owing to the important cog which the efficient traveller is in the wheel of business, there has been a marked tendency to do just that thing. The salesmen on the road in many cases this year have better contracts than they have ever had before.

There is somewhat of an analogy between the members of the teaching profession and the commercial travellers. Neither have had the full recognition that they deserve in regard to the real importance of their place in the world. Teachers are beginning to come into their own, and, happily, so are the salesmen on the road. They are more than salesmen. In many cases they, too, are teachers; mentors to retailers who value their counsels

This whole question should have increasing consideration by the directorates of large concerns employing many travellers, and by smaller manufacturers or jobbers with few, or perhaps only one or two men on the road. If a man possesses the personality and selling ability that peculiarly fits him for the work of representing a house on the road, is it not clear that it would be the part of wisdom to unfold before him a future as a travelling salesman that will assure prospects every bit as good as if the traveller were to begin with and ever keep in his mind the idea of eventually leaving the road, succeeding to the position of sales manager or some other inside post. Many of them seem to look forward to this as being somewhat in the nature of superannuation.

In the first place they place a high value on the work they are doing on the road. They know their work is important. In fact many of them place a much too low value on the relative importance of the work of the executives in the offices at headquarters, having the idea that many of the latter are parasitical to a degree, thriving on the productivity emanating from the travelling salesmen. This leads to the necessity for a better appreciation all round as to the relative importance of all the constituent parts of a sales organization.

Too frequently "unseasoned" suggestions go out from the sales manager's office to "seasoned" travellers. Letters of the "hot-air" variety, or "pep" letters without practical ideas backing them up so as to appeal to the business sense of the traveller, are just so much wasted effort. In what has been written the writer has had the experienced traveller in mind. In the case of juniors on the road, there is of course far more reason for furnishing advice as to proper courses of action. That is part of the work of giving the beginner on the road a proper training. But this paternal attitude must be dropped as the travelling salesman matures in his work. The wise traveller, no matter how long his experience, will never resent being offered advice of a practical nature, and he wants to be kept posted as to affairs at headquarters, especially in their relationship to his work.

The highest possible degree of co-ordination between the house and the road force should be the aim of both so as to build a business bigger.

SOMNOLENCY DISPELLED

The travellers who really know what's what, unlike the one-cylinder thinkers or the Sylvester Sounds among road men, fully understand that good strong advertising in the trade paper makes it easier for him to sell the goods thus advertised, because interest has thus been created in advance in the minds of the retailers who read the advertisements closely on account of the information they contain vital to their interests—news about new goods, new packages, new prices, or other important announcements. The dealers naturally are influenced by the advertising to the extent of being inquisitive about the goods. They want to see the samples and what better paving of the way could be desired by any traveller with horse sense?

There is in the minds of some travellers a lukewarmness regarding trade paper advertising because they are suspicious of the firm's motives in doing it. They imagine it is done to "pick off" mail orders from customers who would otherwise wait and place the orders with them.

As already intimated, this advertising does not work out that way at all, but makes customers better acquainted with the house and its lines, and consequently more anxious that they would otherwise be to inspect samples when the road men arrive.

There has in recent years been a wonderful enlightenment evidenced in the minds of travelling men, and some who previously were antagonistic, or, to say the least, comatose in their attitude toward trade paper publicity, now support it most enthusiastically, because they have become sensible to the great help in selling that they derive from it, just as, in like manner, this publicity is equally helpful to the retailers from the standpoint of buying.

The Trent Paper Co., Ltd., is a new company recently incorporated with head offices in Toronto.

IDEAS FROM TRAVELLERS

Each time a traveller calls at your store you should make it a point to get some new idea from him based on what the traveller has observed in the stores of other dealers. If the traveller can't pass in something of this sort—well, he doesn't amount to very much, does he?

You can learn much from the really efficient travelling salesman. His is an honorable vocation. In cultivating him, you serve yourself. Frequently he can give you much valuable information as to styles, conditions of trade, prices, etc., which you could secure in no other way. Remember, you can hardly know whether he has anything you want until you have given him an opportunity at least to tell you what he has. Cultivate him—it's good business to do so.

SALESMEN CONVENE

At the convention of the travelling salesmen of the Harold F. Ritchie Co. of Toronto, Mr. Ritchie, speaking of "Salesmanship" spoke of what a salesman owed to his customers, and what a salesman should always remember in regard to his manner of approach and general handling of customers.

A great deal was said about courtesy, a salesman's appearance, getting a customer's order, and his signature, and presenting his merchandise in a way that would lead to satisfaction, and above all, not to misrepresent. It was clearly pointed out to the salesman that he and his firm represented purely and simply a link between the customer and the manufacturer, and that it was necessary for the salesmen to keep clear of allowing a customer to get any wrong ideas as to deliveries, packing, quality of merchandise and all of the many complaints that customers might easily have.

Canadian Pad & Paper Co., Ltd., is the new name of the concern formerly conducted under the name of Paper Products Co., 255 Wellington W., Toronto. The change is one in name only.

A new firm in Victoria, B. C., is the Macey Abell Co., Ltd., 617 View St., taking over the business of the Macey Office Equipment Co.

The Consolidated Lithographing Manufacturing Co., Limited, 284 Parthenais Street, Montreal, has been taken over by new interests, the officers at present being: President, Lt.-Col. Chas. W. MacLean; vice-president and general manager, Lt.-Col. W. W. Burland, D.S.O.; and secretary-treasurer, Major F. C. McElroy. One of their chief lines is playing cards.

A Profitable Line

Taking Orders for Die-Stamping—Besides Invitations and Cards, Engraved Writing Paper and Notepaper Are in Demand

ENGRAVING or die-stamping orders should constitute a business of considerable volume in every stationery store. Even in small towns there is good business to be done.

Besides the conventional invitations and their accompanying cards, the letter and note paper now used by persons of good taste requires individual service in engraving, and few merchants recognize the sense of satisfaction to the customer upon finding a store where stationery is properly and carefully engraved nor the real pleasure which follows the satisfying of one's artistic sense in this direction.

The store hoping to secure and retain the patronage of the best people should be sufficiently well-informed in these maters as to give intelligent advice, when it is required, as to proper form or style for a specific purpose.

Engraving for stationery is more frequently called die-stamping. It is so named because a die is cut from steel or some other hard metal which permits of embossing and making the monogram, the initials or the full name appearing upon the stationery in raised letters.

Dies used for stationery are almost as variable as the individuals who use them.

Especially does the customer making his first selection of a die require careful handling and care must be taken not to bring out his ignorance of proper usage and "form" in this class of goods.

In larger cities the prevailing form at this time is to have the lettering—either initials or name—in full and the street address spelled out in the middle of the sheet about an inch and a half from the top.

There is not a great variety to the colors that are conceded to be in good taste—brown, black and blue, and lately white on shades of marne, gray, mauve and green. Black is perhaps most generally used, though brown is handsome, and is especially effective on lighter shades of brown and tan, and a not inconsiderable number of persons select blue.

ANNUAL MEETING

The annual meeting of the Postcard and Greeting Card Association of Canada was held in the committee room of the Toronto Board of Trade on February 5th. Last year's officers were unanimously re-elected, as follows: President, T. J. Pugh; vice-president, J. W. Dyas; secretary-treasurer, W. Banks; assistant secretary, John Morgan.

The fight for having the extra cent postage on postcards removed is not being dropped and the association is awaiting with interest the developments that will result from the introduction of this question at the forthcoming session of Parliament by ex-Postmaster-General Lemieux.

It is interesting to record here the fact that, indirectly, this Canadian association may reasonably lay claim to having saved the people of the United States about $20,000,000. That is what the National One-Cent Letter Postage Association claims to have accomplished by means of its influence, successfully used, to prevent the placing of the extra one cent war tax on drop letters when the war stamp tax was indorsed in the United States. The suggestion to move along that line was made by Secretary Banks of the Postcard and Greeting Card Association of Canada, in his reply to a letter received from the National One-Cent Letter Postage Association before the war stamp tax went into effect in the United States, asking for information as to the working out of the war stamp tax in Canada.

VALENTINE TRADE STRONG

Valentine sales in the trade this year indicate a demand considerably better than in any recent years, especially in the really artistic production. Every stationer will naturally be guided by this year's demand when placing next year's orders, but it is well to know that the demand was heavier in all parts of Canada as this strengthens confidence in this trade on the part of each individual dealer and naturally this in turn encourages the firms publishing valentines, spurring them on to greater production, thus both widening the varieties and making their proposition more interesting to the trade.

FOURTEEN POINTS FOR YOU

Every retail bookseller and stationer in Canada will do well to act upon the sound advice affecting every retailer in business as put in the form of a creed of fourteen points on business practice as follows:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing to others.

3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others: also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of the change in the style, damage or other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge amounts donated: of subscriptions paid.

7. Charge all fixed expense such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, delivery expense of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made all customers, all debts, etc.

10. Charge collection expense not enumerated above.

11. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year.

12. Divide this figure into the total of your sales and it will show you the percentage of cost to you to do business.

13. Take this figure and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor, as well.

THE GREAT DESIRE

Perhaps the strongest talking point about Alexander Black's novel, "The Great Desire," is the tribute paid to it by the Dean of American letters, William Dean Howells, who wrote of it in part as follows:

"I do not know of any late or earlier American fiction, or, for that matter, English fiction of so new a departure in form and spirit. . . A rich sense of pervading modernity of the whole story is without like experience from other fiction. . . I do not know better talk in fiction. . . I do not know the like of it for literary novelty and for constancy to a high ideal of life and the poetry and truth and beauty of it. The book is a strange book, and, in spite of every point where one might accuse it of fallibility, it has the charm of very uncommon power."

This book has recently come to the editor's desk from the Musson Book Co.

CIRCUS TOYS

Pull-apart animal circus toys are interesting productions that permit of a thousand and one possible circus stunts and comic combinations. They include the acrobats, clowns, bare-back riders, and animals that parade around the big oval when the band begins to play.

Business Methods for the Trade

Valuable Suggestions and Descriptions of Tried and Proved Ideas

TELEPHONE EFFICIENCY

In an effort to improve efficiency a well-known institution caused to be made a series of tests in an effort to demonstrate how to hold the lips to the mouthpiece in order to obtain the best results. The effects on transmission were expressed in miles. Following was the result of the tests: Lips distant—one inch, two inches, three inches, four inches: loss in miles 57, 138, 179 and 218. Evidently the way to get the best results is to talk into and not at the telephone.

A LONDON IDEA



From the above sketch a good idea may be secured of the scheme used to get kodak films in for developing even when the store is closed.

SPECIALTIES

It will be a good idea for stationer to make lists of the various smaller items going to make up the Christmas trade line. For instance, have you guarded against overlooking any of the following: "Do not open" labels, shipping tags, cut-out tags, miniature tags, cards, miniature cards, bill holders, coin holders, place cards, cut-outs for ices (used also for cakes and puddings), steel engraved greeting cards, steel engraved enclosure cards and envelopes, coin cases, bills cases, decorated crepe, doilies, festoons, lunch sets, napkins, crepe packing, paper plates, electric light shades, streamers, table covers, tissue paper, Christmas tree wires, dolls, gummed ribbons, handy boxes, jewelry cleaning outfits, wax sets, Christmas boxes for packing, candy boxes, bon bon boxes, doll outfits, twines, holly, mica snow, tinsel cord, holly and poinsettia, wrapping papers.

BIRTHDAY DOLLS

A unique idea in dolls is afforded by a line of birthday dolls. These dolls are appropriately gowned in accordanace with the month in which a birthday occurs—a different doll for every month. Naturally the little girl will want the doll representing the month in which her birthday occurs. There will thus be a demand for each of these dolls every month of the year.

PEN DISPLAY IDEA

In a Toronto store a striking display of fountain pens was made recently producing good results. The pens were all in open cases, the latter standing on end and conveying more the idea of a neat picket fence than anything else. In the centre of the barricade of pens was a large display card, telling to all who passed the price of the pens on display.

CANADA IGNORED!

Fredericton, N.B., Feb. 17.—Fraternal organizations are joining in the protest against the continuance of "Myers' History" as a textbook in the schools of New Brunswick, as a result of recent revelations that in its latest edition the historian fails to make any mention of Canada's part in the war.

DOLLAR BARGAINS

Make each day a bargain day and every article shown a bargain is a plan tried by a progressive dealer recently. He caused to be made a gilt frame well lighted and of handsome design. He placed a card thereon, reading: "Each day we will display a special bargain at the price of $1."

Each day saw a new article displayed until people got to look for what was to be shown. The goods were all good, always priced at a popular figure, and before long the idea took so well it has been made a feature.

DANCING PREVENTS STRIKES

Music is more than coming into its own. It seems to be encroaching in the lunch hours at factories and other commercial concerns.

All this is good business for retailers selling song books, sheet music, and phonographs.

In Toronto, morning "sing songs" before the opening hour has been a great influence in bringing employees out ten minutes before opening time and putting them in the proper spirit for beginning the day's work.

In certain factories the practice is in vogue of holding noon-day dances. One of the objects in instituting this novelty is that "a dance a day keeps strikes away." Up-to-date phonograph music is furnished for the dancers and each day a contented aggregation of typists, bookkeepers and clerks trip the light fantastic. All of which spells additional opportunity for sales of music, phonographs and records.

Four Hundred Dollars *Easy* Profit

IN a Nova Scotia village one dealer sold 77 phonographs in less than five weeks. These were popular low-priced machines, but the owners will require records just the same as the purchasers of high-priced phonographs. In one of the larger cities one dealer sold nearly 500 of these popular talking machines.

There is food for thought in these performances for that should cause every retail stationer to seriously reflect and decide whether he has not been missing a good harvest of dollars.

Taking a whole year as a basis and putting the objective at 100 per cent. these instruments, a mark that is not a high one for the average stationer in even a small town in view of the 77 sales made in that Nova Scotia village, there is a potential profit of $400 to be realized without adding to overhead expenses for carrying on business and practically all of the hundred purchasers of the instruments will become regular customers for records if they are carefully and intelligently served.

With the ever-spreading enthusiasm for dancing the use of phonographs is increasing to-day more rapidly than ever before.

Who, among stationers not now selling phonographs, in view of these facts, can further delay lining up as enthusiastic dealers in talking machines and records?



Phonographs Are Profit Producers

More Than a Hundred Instruments a Year Are Sold by One Dealer in a Town of Less Than 1,000 Population

IF a store in a town of less than a thousand people can carry such a stock as that shown in the accompanying illustration, why shouldn't the phonograph business become one of the most important sidelines in the majority of book and stationery stores, especially in the towns up to 5,000 population?

This particular display is not of a book and stationery store, but of a hardware store, that of Bonthron & Drysdale, Hensall, Ontario. Phonographs, most decidedly, are more appropriate for book and stationery stores, which, in Canada, for as long as most of us can remember have included musical merchandise of one sort or another in their stock-in-trade, than for hardware stores. Yet, here we have an example of a small-town hardware store scoring big success in the phonograph business:

Two years ago they decided that there was an opening for excellent business in the sale of talking machines and at once got busy and tried out their idea.

"It was a good move all right," said James Bonthron. "Last year we sold over one hundred machines and this year we hope to do even better."

Every week in the home paper Bonthron & Drysdale have a double column message telling about the stock they have to offer and its prices. Gramophones are featured regularly and generally an attractive illustration of a nice looking machine is shown.

How It Was Done

Here is the wording of a typical advertisement:

JUST YOU HEAR THE ——
Plays All Records At Their Best
We Have a Splendid Assortment to Choose From NOW
Prices From $25 to $280

The firm did not run just one announcement and quit. The first ads. brought results and it was not long until the firm had quite a number of machines of one size and the other out. At regular intervals they told the people about their gramophones and their records, and they continued to get results.

"Every machine we sold meant a lot of free advertising for us," said Mr. Bonthron. "The owner invited his friends in to hear concerts, and it wasn't long before they began to come into the store and inquire about this or that machine.

Followed Them Up

"Of course we not only followed these people up closely and arranged to give them demonstrations in their homes, but we got in touch with a number of other prospects. Selling gramophones in some cases is often a case of persistency. If you get a prospect and follow him up, you get him. If you don't follow him, you don't get him. In a great many cases, the machines simply sell themselves. We find that people in general are interested in music and the wide variety of selections offered by the gramophones carries a wide appeal. It is an easy matter to find out by asking a few questions just what the buyer likes and it makes a considerable difference in the attitude he or she may take towards the machine. If they are favorably impressed to start with, it helps materially in closing the sale."

A Good Method

Mr. Bonthron states that the firm finds one of the best methods of closing sales is when they get a prospect to either deliver a machine at once to their home on three or four days' trial, or select the style of machine they think they would like best, and then let them have it on approval for a few days. In a great many cases the machines never come back.

The firm is planning to try out the idea of store concerts and believes that good results will follow.

FOR "MOVIE" SLIDES

FOR moving picture theatre advertising, which bookstores can arrange for on a co-operative basis with theatre proprietors, it will be valuable for stationers to know about an effective plan for producing good slides at little cost.

Here is the way one man makes slides of his own. It takes a little skill and patience, but it is not difficult.

He secures a number of old slides that will not be needed again. From these he washes the pictures with alcohol. When the glass is clean and clear, a coat of transparent varnish is put smoothly on one side and allowed to dry. He then selects an illustration of the article to be advertised. This print is coated with the varnish and while this varnish is still wet he lays it onto the coated surface of the glass, face toward the glass. Then he rubs the back of the print with the fingers, making sure that the entire surface is covered. After that, the print is pulled off and the picture has been transferred from the paper to the glass. Lettering may be done on the other side of the slide.

WHY STORES LOSE TRADE

Investigation among 197 households developed the following reasons why they quit trading at certain retail stores:

Indifference of salespeople	47
Attempts at substitution	27
Errors	18
Tricky methods	18
Slow deliveries	17
Over-insistence of salespeople	16
Insolence of salespeople	16
Unnecessary delays in service	13
Tactless business policies	11
Bad arrangement of store	9
Ignorance concerning goods	6
Refused to exchange goods	4

Thirty-five per cent. on account of indifference, insolence or ignorance on the part of salespeople! After making every allowance for customers' faults, this exhibit indicates a staggering proportion of inexcusable faults in the average retail store—faults which the manager who knows his own interests will not tolerate.—The "Viewpoint."

MAILING LISTS

BOOKSELLER & STATIONER has on frequent occasions told of the good business to be done through the medium of mailing lists. Supporting this idea one manufacturer speaks to dealers as follows:

"If you haven't a mailing list you are side-stepping a golden opportunity for building and holding trade. It's a comparatively easy thing to compile — one list for customers, another for prospects, sub-divided as you may wish. A message now and then through the mails to these lists will bring surprisingly good returns. You'll find manufacturers more than willing to co-operate with you in this work and that folders, enclosures, etc., advertising the lines you carry will be gladly supplied you."

SELL MORE THERMOMETERS

Thermometers are stocked in all stationery shops, but how many stationers are really living up to sales possibilities with this line. It is getting rather late for the cold weather appeal, but it is not amiss to reproduce the following effective newspaper advertisement of Parke & Parke, of Hamilton, Ont.:

HOW COLD IS IT?

Why Not Have a Thermometer of Your Own?
Besides enabling you to keep tab of the weather outside, they are also essential indoors, so that you can keep your house at even temperature

OUR THERMOMETERS
Are of Dependable Quality
A Large Variety in Stock
At Different Prices

Despite the passing of winter there will still be good business in selling thermometers and sales will rise and go still higher just in keeping with the rise of the mercury in the thermometers themselves in the sizzling hot days of next midsummer. Sell more thermometers.

RETAIL ADVERTISING

"There are four simple things which will guide any retailer in improving his business.

"1. Know the merchandise.

"2. Know the customer.

"3. Know every medium in the town which can be used for advertising.

"4. Understand the importance of short, terse, but very specific advertising copy.

Treherne, Man.—George Graham included the following in a recent advertisement: "The latest fiction is found in our current magazines and on our well-stocked book shelves. The latest music you will find in our phonograph records."

Hamilton, Ont.—Cloke & Son carry a good stock of Sunday school helps and these are occasionally advertised in the newspapers with attention paid to such items as Peloubet's, Tarbell's, Arnold's Notes, Torry's Gist of the Lesson, Golden Text booklets, class Books, collection envelopes, prize books and library books.

Maryfield, Sask.—The Maryfield Toy Store had a half-page advertisement in the January 29 issue of "The Maryfield News." Half of this space was devoted to advertising a January and February discount sale of toys, the remainder of the space being devoted to school supplies.

Camrose, Alta.—E. B. Spark, of the Camrose Book and Music Store, advertises different brands of writing papers and pads in his newspaper space. This impresses the people that they can have the choice of a good variety at that store.

Thessalon, Ont.—BOOST is the display heading of an advertisement of F. H. Cavanagh, in the Algoma "Advocate" being in part as follows:

"When you are sending a line out of town, use a postal card with a local view on it. Use all you can, and so boost our town whenever you can."

Kentville, N.S.—This paragraph deals with an advertisement which should have had attention in the last issue. Under the heading of "Ross' Bookstore for 1920" comes this sub-heading:

"Start the New Year with a Clean Page."

"We have those pages in Ledgers."

"200, 300, 500 single-page single and double entry. One, two and three accounts to page combined, or all one-page accounts."

"Day Books, Journals, Cash Books, Index and Memos."

People were advised to buy at once in anticipation of still further increases in paper prices.

Saskatoon, Sask.—J. E. Simester advertises in the newspapers as "Select Book Seller and Representative," and features certain libraries and outstanding books in his display announcements.

Berwick, N.S.—Wilson's Book and Novelty Store plays up the phonograph trade quite strongly, and monthly arrivals of new records are featured in display advertising in the "Berwick Register."

Tilston, Man.—Phonographs and records constitute a live branch in the store of J. S. Cosgrove, and he advertises "Prices same as Winnipeg. You save transportation charges."

Baldur, Man.—In his general store, F. S. Schultz conducts a circulating library, and carries a stock of books and stationery. Good attention is paid to these lines in his advertising in the "Baldur Gazette."

Viscount, Sask.—W. R. Turner has a live gramophone department in his store, and, taking advantage of the dance craze, he pays a great deal of attention in his newspaper advertising to advertising dance records.

FREE TEXT BOOKS

If the tendency grows of supplying free school text books as well as other supplies making up a complete school equipment for each pupil, the school trade bids fair to develop into a contract business between the trade and school boards. The problem to be met here is for retail booksellers to see that they get a fair chance at this contract business.

The latest city to decide to supply free text books as well as other necessary supplies is St. Catharines, Ont., where the School Board passed a resolution to that effect at its last monthly session.

Test Yourself With These Questions

Answer Each One of Them and Then Check Up the Results—You May be Surprised to Find That There Are Weak Points in Your Business That You Have Never Considered—Stop All Leaks and Conserve Your Profits

(All rights reserved. Wm. A. Hersey, Robt. H. Ingersoll & Bro.)

PERHAPS *there isn't a single screw loose in your business.*

The question is—are you sure there isn't? Your position toward your business should be the same as that of a doctor towards his patient. A doctor examines his patient and finds out what is wrong and then prescribes a remedy. You, on the other hand, should examine your business—every so often—from an impartial viewpoint. Try to find your weak points and when you find there is anything wrong, or that there is anything that you are not doing that you should do—then do all you can to remedy it.

The following list of questions was made up after a long and careful study of the failings of many merchants. Ask yourself each one of these questions. Check those to which you cannot answer "yes." After you have completed the list, begin immediately to remedy the points on which you are lacking. Remember, by ignoring your weak points you are not harming anyone but yourself. It is just the same as if you would go to a doctor and then ignore the remedy he prescribes.

BUYING AND SELLING

1 Do you allow your personal tastes to influence you too much in your buying? .....
You should analyze your customers' wants and not your own preferences. People in each community have certain likes and dislikes which must be taken into consideration if you wish to secure all their patronage.

* * *

2 Do you overcome sales resistance by pushing nationally advertised goods? .....
Advertised lines are easier to sell than non-advertised lines. And it is the easier selling lines which help you to turn your stock oftener.

* * *

3 Have you studied all the goods you handle to know the selling points of them? .....
To secure selling points of the lines you handle, it is a good idea to read the manufacturers' literature on them—trade newspapers—newspaper articles, etc. These are but a few of the sources of information.

* * *

4 Have you carefully planned the interior arrangement of your store, that is, the arrangement of your different departments? .....
Quite often you can get good ideas for the arrangement of your store by studying the arrangement of other stores, especially the large and successful stores.

* * *

5 Have you a good lighting system to show your goods to the best advantage? .....

* * *

6 Is your stock clean and well arranged? Does it invite inspection? .....

* * *

7 Do you ever look at your store from the viewpoint of a customer? .....
If you will look at your store as a customer does, that is, casually pass your windows—go into your store as if you did not know anything about it, it will often help you make it more attractive.

* * *

8 Have you tried changing around the arrangements of your departments, to see which is the most profitable? .....
Quite often, by changing the departments from one part of the store to another, you will find it will enable you to sell more goods. The same is true of all other departments, and also all lines.

* * *

9 Do your clerks render prompt and courteous service? .....

* * *

10 Do you keep a record of your sales by departments, so that you can tell which departments are falling behind? .....

* * *

10a Do your records show you which articles and lines are not selling as quickly as they should, and have you a system of watching your records so that the slow sellers will not be in stock too long? .....

* * *

11 Can you tell each day the cost of the goods that you sell each day, so that you will know whether or not you are making a profit on the goods that you sell? .....

* * *

12 Do you keep a record of your sales by clerks, so that you know which clerks are earning a profit and which are not?

* * *

13 Are all of your goods marked in plain figures, so as to impress upon your customers that you do business on a one-price basis? .....

* * *

14 Do you put special efforts on certain departments because that department appeals to you more than others do? .....

* * *

15 Have you a system for securing names and addresses of new prospective customers, and facts pertaining to them? And do you also keep a record for securing of information that will help you make more sales among your customers, such as keeping a record of wedding anniversaries, birthdays, etc?

* * *

16 Have you tried to enlarge your selling territory in outlying districts, either through solicitation—or advertising?

* * *

17 Do you advertise through your local paper? .....

* * *

18 When you do get up advertisements, do you get them up because it is a job that must be done, or do you make them carefully? .....

* * *

19 Do you advertise seasonable goods? .....

* * *

20 Do you make a study of the advertisements used by other merchants, that is, not only those used by other stores in your line, but of other kinds of stores as well? .....

* * *

21 Do you make a study of manufacturers' advertisements of lines that you handle to get ideas for your own advertisements? .....

* * *

22 Do you use the cut service and other advertising helps supplied by manufacturers? .....

* * *

23 Have you a mailing list? .....

* * *

24 Do you keep your mailing list up to date? .....

* * *

25 Do you use your mailing list? .....

* * *

26 Are you able to tell from your records whether your advertising does actually increase your sales for the articles or lines advertised? .....

Some advertisements, such as advertising special sales, should bring immediate results, but unless you have the right sort of records, you cannot tell just how much good your advertising does.

* * *

27 Do you set aside an appropriation at the beginning of each year for advertising for the coming year? .....

That is, do you set aside a certain amount of money for the ensuing year, based on your expectation of the volume of business you expect during that year?

* * *

28 Do your records show what percentage you spend for advertising, that is, the amount you spend for advertising compared to your gross sales, and also, the amount you spend for advertising compared with your total overhead expenses? .....

* * *

WINDOW DISPLAY

29 Do you carefully plan your window displays, or do you just use your windows as show windows, and not as sales windows? .....

* * *

30 Do you display seasonable goods? .....

* * *

31 Do you keep your windows clean? .....

* * *

32 Do you try to have your windows better looking than the windows of your competitors? .....

* * *

33 Do you use manufacturers' display material? .....

* * *

34 Do you watch for manufacturers' advertising campaigns and plan window displays to connect up with those campaigns? .....

* * *

35 Do you have price tickets on most of the goods displayed? .....

* * *

36 Can you tell from your records whether your displays actually increase the sales of articles that you display? .....

Unless you keep a record of your sales by lines and departments, you cannot tell which displays pay the best.

* * *

GENERAL MANAGEMENT

37 Have you a good system of records that enables you to manage your business on facts, or do you manage it on guesswork? .....

* * *

38 Do you know how often you turn your stock in each department? .....

* * *

39 Do you know, beyond the possibility of a doubt, that the selling prices on everything that you handle are based on the proper mark-up? .....

* * *

40 Do you know exactly what your expenses are and whether or not they could be trimmed in any way? .....

If you merely keep a record of your expenses as money paid out, you cannot tell whether they are high or low, but you should keep them on an account basis, enabling you to know just what you are spending your money for. In every well-organized business, the manager should be able to tell at a glance what his expenses were for any particular time, for any particular class of expense.

* * *

41 Do you know how much you have to sell at the beginning of each month to meet your expenses for the coming month, and to make a profit? .....

* * *

42 Do you know what your net profit and expenses are for each month? .....

43 Do you know exactly how much money you have tied up in stock by departments? .....

* * *

44 Do you know how your expenses for any given month compare with those of a month, six months previous, or a year previous? .....

* * *

45 Do you know how large an investment your fixtures and your store represent, and do you charge off 10 per cent. for depreciation each year? .....

* * *

46 Do you have considerable trouble in making out your Income Tax Report, or are your records in such shape that you can make it out in a comparatively short time? .....

* * *

47 Do you charge off the right amount each year for loss through theft, or other reasons, that is, do you base your charges on facts, instead of guesswork? .....

* * *

48 Do you know whether you have any lines that are eating up the profits you make on other lines? .....

* * *

49 Do you keep an accounts receivable ledger? That is—a record of all goods sold on credit, so that you know exactly who owes you and how much? .....

* * *

50 Do you use every effort possible to keep accounts receivable down to a minimum? .....

* * *

51 Are you careful in extending credit? .....

* * *

52 Do you know exactly how much money you owe to manufacturers, jobbers and others? .....

* * *

53 Do your clerks like their boss? .....

* * *

54 Do you try to educate your clerks to get the most out of them, or do you let them shift for themselves? .....

* * *

55 Does your treatment of employees inspire respect, loyalty and energy? .....

* * *

56 Do you pay your clerks on a salary and bonus basis, making it worth their while to increase their sales? .....

* * *

57 Do you discount your bills? .....

* * *

58 Do you belong to a local, provincial or national association, and do you attend their meetings? .....

* * *

59 Do you read trade newspapers? .....

* * *

60 Do you use your own and your clerks' time according to relative value, that is, do you reserve your time for executive work and plan to let your minor help take care of your minor work? .....

* * *

61 Are you open to suggestions, or are you set in your ways? .....

* * *

62 Do you like your work? .....

* * *

63 Do you take a vacation every year? .....

* * *

64 Do you take an annual inventory?—do you compare it with your permanent stock record to see whether or not you are short any goods? .....

* * *

65 Do you make immediate and satisfactory adjustments of all complaints, so that your customers are satisfied? .....





Books

CANADIANA

Among the glowing tributes from critics in England accorded to the new Canadian novelist, Arthur Beverly Baxter, on the strength of his book, "A Blower of Bubbles," is one in which he is likened to W. J. Locke because of the humor, tenderness and philosophy of his writing. Before publication of the first Canadian copyright edition of this book a second edition has had to be sent to the press.

"Glen of the High North" is the title of a new novel by H. A. Cody which is in train for publication.

Grace MacLeod Rogers, author of "Joan at Halfway," is now writing its sequel, "Joan at the Crossroads," to appear this year. She was in Toronto in connection with the Daughters of the Empire work in February, and at that time made final arrangements with her publishers in connection with her forthcoming book. Mrs. Rogers' home is in Amherst, N.S. Mrs. Rogers was recently in receipt of a most glowing tribute for "Joan at Halfway" from Grace Drayton, the artist, who, by the way, is responsible for the popular "Campbell Kids."

Another newcomer among Canadian novelists is Victor Lauriston, whose first novel is a detective story that is ranked by the publishers who are to bring it out with the work of Oppenheim and Le Queux. The title is "The Twenty-first Bur." The scenes are laid largely in Western Ontario as well as in Buffalo and Detroit.

Another psychical book by a Toronto medical doctor is to come this year and it is said that its revelations will be as sensational as were those of Dr. Watson in "The Twentieth Plane." Its title will be "The Dawn of the Awakened Mind." The author is Dr. John M. King. Dr. Watson has written a new book, the title of which is "Birth Through Death," dealing with the ethics of the "twentieth plane."

A new edition is being issued of Barlow Cumberland's "History of the Union Jack."

The Canadian Lawyer is a familiar book to all Canadian booksellers, who will be interested to learn that this work has been entirely revised and rewritten and is to be put out under a new title — "Everyman's Legal Guide."

A WORLD PROBLEM

In Stephen Leacock's book, "The Unsolved Riddle of Social Justice" (Gundy), an attempt is made to analyze the nature of what is happening; to view, in the light of the events of the war, the failures and defects of the industrial policy of the nineteenth century, and to trace as far as may be in the mist of current events the pathway to our future safety.

The main aim of the writer is to estimate what is and what is not possible in social reform. The Utopia of the Socialist he dismisses as a beautiful dream, impossible of realization in the world in which we live. But he repudiates as equally impossible for the future the worn-out doctrine of every man for himself. The Syndicalist and the Bolshevik the writer designates as the man with the bomb, threatening the disruption of society.

The point of view taken leads toward the conclusion that the safety of the future lies in a progressive movement of social control, alleviating at least the misery it cannot obliterate, and based upon the broad general principle of equality of opportunity and a fair start. The chief immediate opportunities for social betterment, as the writer sees them, lie in the attempt to give every human being in childhood adequate food, clothing, education and opportunity. This will prove the beginning of many things.

McKISHNIE'S NEW NOVEL

A forthcoming book that is bound to find a big place in the hearts of Canadian readers is "A Son of Courage," by Archie P. McKishnie. The book will be published concurrently in this country and the U.S., where Reilly & Lee, of Chicago, the firm which so successfully marketed the earlier Harold Bell Wright books will be the publishers.

The scenes of the story are laid partly in Kent County in Ontario, and in the oil fields farther north, this being a romance of the days of the great oil boom in this district in the "sixties." There is a boy hero from whom the book takes its title and the story does not take him out of his boyhood. There are other boys, too, and as a story about boys alone, the book will carry strong appeal, but there is a most charming love story as well and also a mystery together with other elements that considered on an all-round basis makes this latest McKishnie a most noteworthy achievement.



VICTOR LAURISTON
Whose first novel is shortly to appear.

The Best Sellers

BEST SELLING BOOKS IN CANADA

FICTION

Great Impersonation (Oppenheim)	136
Lamp in the Desert (Dell)	78
House of Baltazar (Locke)	60
Heart of Cherry McBain (Dwakin)	55
Black and Red (Richmond)	33
Rainbow Valley (Montgomery)	32

NON-FICTION

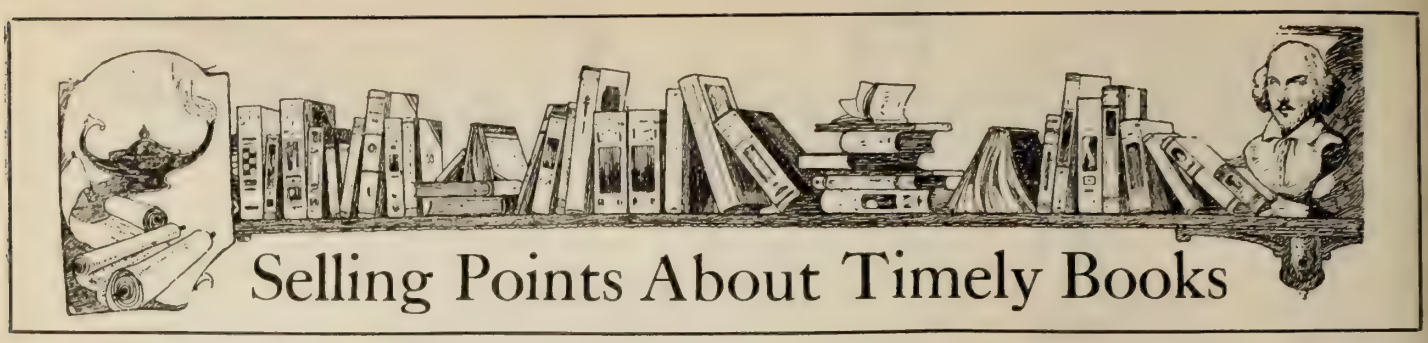
New Revelation (Doyle)	36
Rhymes of a Red Cross Man (Service)	20
In Flanders Fields (McCrae)	16
Industry and Humanity (King)	14
Vital Message (Doyle)	10
Punch's History of the War	10

5,000 FACTS ABOUT CANADA

Frank Yeigh's popular annual, "5,000 Facts About Canada," is out for 1920, and is even more invaluable than its predecessors. The fifty chapters of one-sentence crisp facts about Canada, covering the whole alphabet of subjects from Agriculture to Yukon, presents the Dominion in a nutshell. It is a revelation to even the best-informed of the growth, wealth, trade and importance of this country.

ALL AND SUNDRY

"More uncensored celebrities" are presented in E. T. Raymond's new book "All and Sundry." Those who adorn its pages include the Prince of Wales, President Wilson, Clemenceau, G. K. Chesterton, Kipling, Sir Thomas Beecham, Lord Robert Cecil, Mr. Speaker, Lord Earle, the Bishop of London, Dean Inge, Leo Maxse and many others. The book is published by T. Fisher Unwin.



Selling Points About Timely Books

THE DARK MIRROR

"The Dark Mirror," by Louis Joseph Vance, is the tale of a normally healthy, fine girl, an artist, who leads a dream life of lawlessness, in which she acts as leader of a desperate gang of criminals. Moreover, every circumstance of her dream activities is reproduced in next-morning newspaper accounts of actual crimes. Finally, when these involve a murder, she turns to the man who loves her, a young physician with a growing reputation as a psycho analyst, for help. His psychic investigations exploring the hidden things in her life provide clues which end bafflingly at the very doors of the mystery, but cannot get within. The subsequent working out of this mystery story to its climax is most original and keeps the reader in tense excitement.

EDNA FERBER

For Edna Ferber no person is without a story hidden about him somewhere, and it is in getting behind the masks and surface appearances of the everyday people about us that she does her finest work. From the lass whose lad has gone roaming and who is worrying about the grand people he is meeting, to the farmer who is out of place in the city and is led, by his homesickness for the soil, to amazing actions, she goes, "eavesdropping upon humanity," and learning its secrets. The title is "One Hundred Per Cent."

GEORGE ADE

In "Hand-Made Fables" George Ade gives us one of his characteristic books after a silence of several years as regards his famous fables in slang. The text is accompanied by pictures by John T. McCutcheon.

CLEEK AGAIN

The Hanshews have written another detective story around Cleek, their master detective, and in it Cleek's ingenuity is taxed to the utmost. Every bank in England reports losses of gold. At the same time, on a deserted section of the coast, there are strange disappearances and uncanny fires in the marshes — and as a climax a young man's murder, of which a nobleman stands accused.

DIESEL ENGINES

From Constable's comes H. F. P. Purdoy's important technical book, "Diesel Engine Design," which is based on twelve years' experience of Diesel engines, mainly from the drawing-office point of view. It is intended to present an account of the main considerations which control the design of these engines.

THE WOMAN OF FORTY

"The Woman of Forty" is a new book by Dr. Lowry, the noted writer on sex hygiene subjects, published by Forbes & Co., of Chicago.

It has been said that the middle years of a woman's life are wasted more than any of our national resources. This should not be; for the women of forty are the women of mature understanding and ripe judgment, still possessing abundant health and strength. As Dr. Lowry says, most of the world's great women have been past middle life when they performed the achievements which made them famous. Every woman in the forties who wishes to be at her best and desires mental and physical growth should read this sensible book — and it should be read by her husband also. It is a book physicians will recommend to their patients.



GEORGE BARTON
Author of "The Mystery of the Red Flame."
Halftone presented through courtesy of the Page Co., of Boston.

In these days of high popularity enjoyed by detective stories a story must be good to stand out from among the many others that are current. George Barton's "The Mystery of the Red Flame" does that. It has to do with a glorious red flame diamond taken from the museum at Rio Janeiro, a wily Brazilian rascal, as conceited as he is clever, romantic as well as a rogue, a little-talking but much-doing secret service man, a diamond merchant whose activities won't bear a customs inspector's searchlight and, of course, a beautiful girl!

The illustration of the author as appearing herewith is presented through the courtesy of the Page Company of Boston. The author is a newspaper man whose hobby is the study of crime and criminals.

THE BRITISH CAMPAIGN

The period, January-July, 1918, is covered by Sir Arthur Conan Doyle's sixth volume of his war history, "The British Campaigns in France and Flanders." The publishers are Hodder & Stoughton, Ltd. The second battle of the Somme is exhaustively dealt with, as are also the battle of Lys and the battles of Chemin des Dames and Ardres. The volume has a number of maps and plans.

THE GORGEOUS GIRL

"The Gorgeous Girl," by Nalbro Bartley, is a fine new novel of life among the idle rich in which there are some wholesome and most delectable contrasts. In scene and characterization it is a typical American novel, worthy of the author of "A Woman's Woman."

NO DEFENCE

A new novel by Sir Gilbert Parker, entitled "No Defence," was begun serially in the February issue of Munsey's Magazine.

SCOUTS PURSUE SPIES

Brewer Corcoran, author of a series of Boy Scout stories, has completed "The Boy Scouts of the Wolf Patrol," in which a feature of the action of the story is the pursuit of German spies by boys too young to participate in the actual fighting of the late war.

"HINDY'S" MEMORIES

Field Marshal von Hindenburg's memoirs are announced for publication at the end of March. An autobiography of his life up to the present time is included in the work, which will be issued in three editions.

BEDTIME STORIES

A new Thornton W. Burgess book announced for autum npublication is "The Burgess Animal Book," which will be in keping with the "Burgess Bird Book." In the Green Meadow series a new title will be "Old Granny Fox."

A new long novel by Richard Dehan, author of "The Dop Doctor," is to appear shortly. Its title will be "Eve of Pasqua."

The directory feature of the Annual Spring Number will be invaluable to the retailers and jobbers. As a book of reference it will be carefully preserved by methodical merchants.

A GROWING BOOK MARKET

While the proportion of automobiles in Canada as compared with the U. S. is not as high as it should be, according to population, Canada is gaining in this respect each year.

Statisticians of the B. F. Goodrich Rubber Company, who have just completed a count of the motor vehicles of the United States, are looking forward conservatively to 10,000,000 cars in 1921. This means approximately one car to every ten persons in the States, or figuring three and one-half persons to a family, one car to every two households. Your chances of having a car in the family are therefore 50-50—one in two.

The count on automobiles and trucks now in operation is based on official figures from every state in the Union. The registration of motor vehicles for 1919 was 7,555,269, and for the year 1918 was 6,023,605—an increase of 1,531,664—a gain of 26 per cent. The increase of 1918 over 1917 was 23 per cent.

All dealer and motorcycle registrations have been carefully deducted. The figures present the first complete authentic report.

In Canada, as shown in the statistical table, according to provinces published in the February issue, there are 324,886 motor vehicles.

The chances are that this country will continue to at least keep pace with the U. S., and there is every reason to believe that a total of 500,000 for Canada will be reached by 1921. These statistics are again being given to bring home to booksellers what this means in the way of increased business in books dealing with automotive topics. The total sales of automobile books in Canada has already reached enormous proportions and will increase with the further development of this industry.

COMMERCIAL RESEARCH

From the Macmillan's comes a valuable new book, entitled: "Commercial Research," by C. S. Duncan, of the faculty of the University of Chicago, where he is assistant professor of commercial organization. The book discusses scientific principles for the solving of commercial problems and is a guide to their application. In everyday, untechnical language there are stated the devices by means of which the manager may most quickly and accurately visualize his problem; how he may recognize the significance of business facts; how these facts may be collected, how analyzed, how presented, how interpreted into a policy, a course of action. It is a practical book for business men and students of business.

BUSINESS BOOKS

Business books of a practical nature are obviously good stock for any bookstore. In fact, a business and technical book department is now proving the most profitable branch of the business in many book stores. In this connection interest attaches to the coming of a new volume in the Shaw Selling Series. This one is "Handling Salesmen at Lower Cost."

Part I, "Building Up a Sales Force," suggests first of all methods of hiring—where to look for salesmen—is it best to advertise—whether to look for trained or untrained workers—what qualifications to go after—how to decide whether the applicant has the desired qualifications. There are in addition application blanks that can be adapted without difficulty to almost any business.

Other sections offer valuable tips on placing salesmen in the right territories, on wise supervision, sales reports, letters, personal contact, talks, contests, and so on.

But perhaps the most valuable material in the volume is that on selling costs, which is an outgrowth of a country-wide investigation made by the Bureau of Business Standards of the Shaw Publications. Whatever line of business a man is in, he is sure to find these cost figures illuminating. Sales managers can check up their selling costs with these cost figures and establish a basis for judging whether theirs are extravagant or economical. If a sales manager has no adequate method of determining what it is costing him to sell. Chapter VII, "How to Figure Costs More Accurately," will tell him how other successful business men are meeting the problem and enable him to profit by their experience.

RELIGIOUS BOOKS

In connection with the opportunity that is always open to booksellers to interest religiously inclined people in books having to do with Christian living and Bible study, mention may be made of two interesting books that have just come from Morgan & Scott, Ltd., of London. These are "The Promise of Life," by the Rev. Harrington C. Lees, and "The Practice of Christ's Presence," by W. Y. Fullerton. The latter is a new and revised edition of a previously issued book. In Mr. Lee's work the studies of Christian faith and practice are based upon St. Paul's Second Epistle to Timothy, and in an illuminating and helpful way he deals with problems as vital to the life of to-day as they were to the Christians of the first century.

Mr. Fullerton's book is described by Dr. Alexander White as a masterly work, ranking with the writings of Jeremy Taylor and of Lawrence. He considered that all who were familiar with these three writers would naturally link them together, which, by the way, affords a further suggestion to booksellers.

YANKEE AND BRITON

"The Yankee in the British Zone" is the title of a book by Ewen Macveagh and Lee D. Brown. This book answers the question as to how Tommy Atkins and the Yank got along and what they learned from each other.

It is not a war book; it is rather a study in pyschology of the average man, British and American; and it is the first intimate story of the Anglo-American relations.

Written by two trained observers it sets forth a welcome of anecdotes, many grotesquely funny, and illustrative "human interest" stories and incidents.

NAT GOULD

"Racing Rivals" is a Nat Gould racing story which has just been published for the first time by John Long, the London publisher. It is in Long's 1s, 6d series. The story is told with the vim that is characteristic of Nat Gould's stories. It is a volume of over 250 pages.

"MOVIE" BOOK NOTES

Once more Mary Pickford is going to portray the "Poor little rich girl" living part of her life amidst luxury and the rest in the slums, this time as Margaret Kendall, alias "Mag of the Alley," little heroine of "Cross Currents and the Turn of the Tide," by Eleanor H. Porter, author of the "Glad Books." Miss Pickford has just signed a contract with the publishers of these books for the dramatization of the story for the screen by her own company.

BRIDGE AND CHESS

Two new bridge books to appear shortly are "Auction Made Easy," by R. F. Foster, and "Russian Bank" (Crapette). A chess book by J. R. Capablanca, entitled "My Chess Career," will record notable games in which this noted chess player took part, together with the reproduction of his own notations during the progress of these contests.

Three new chess books are: "Chess Openings: First Series," "Chess Openings: Second Series," by DuMont, and "Games of Chess," by Charousek.

A second edition is being issued of "Dr. Pimlico," by William Le Queux.

SPIRITUALISM

"The Proofs of the Truth of Spiritualism" is the title of a book by Henslow which will interest many people when psychical interest is so high and books on psychical subjects so much in demand.

CHEIRO

A Canadian copyright edition is being brought out of Chiero's "Palmistry for All."

THOMPSON SETON

"Tales of the Woodland," by Ernest Thompson Seton, is dedicated to "the mothers who would have their children inherit the good things that belong to outdoor life."

To quote from the author's preface: "While this book was written for the child between six and twelve years of age, it assumes that mother (or father) will be active as a leader; therefore, it is addressed first of all to the parent. The lessons are planned to develop eyesight, handicraft, muscular control, alertness, discrimination, attention, teamplay, courage, self-control, exact obedience to orders, and above all, imagination."

THE THIRD WINDOW

The new novel entitled "The Third Window," by Anne Douglas Sedgwick, is one of a high degree of excellence. An indication of this is the fact that this story was the first one accepted in years for serial publication in "The Atlantic Monthly."

ALTITUDE AND HEALTH

F. F. Roget is the author of an interesting book entitled, "Altitude and Health," published by Constable & Co., of London. The author is liable to bring down upon himself ridicule from medical men who play up so strongly the bacterial causation for disease, for his theory in the case of a cold in the head, for instance, is that it is attributable to "an ill-managed transition from physiological over-heat to normal temperature," and his argument is in favor of the merits of altitude as a security against disease. Reading this volume the layman will not find it difficult to experience the conviction that the soil is an equal factor to the seed in connection with the warding off of disease, and that vigorous life aids wonderfully in meeting the attacks of low corpuscular forms of life.

TAGORE'S NOVEL

"The Home and the World," by Rabindranath Tagore, is the Indian philosopher's first novel to be published in English. The Canadian edition is published by Macmillans. The novel, an intimate picture of Indian life and character, is told in the form of separate narratives by the three principal actors: a landed proprietor, his wife and an agitator in the cause of Swadeshi. As the title implies, the plot revolves around the opposing claims on husband and wife, of their home life and the world outside, as represented by the political activities of the agitator.

ROMANCE OF BATTLE LINE

J. E. C. Bodley, in his book "The Romance of the Battle Line in France," provides a tentative historical survey of the battle fields of France, until a more ambitious work appears to fill this want. There is an endless stream of visitors to the war zone, and this will continue increasing for many a year. To such tourists this book will be found invaluable; but its interest is wider than that, carrying as it does a strong appeal to every reader, the average man and the student alike, and especially to the men who actually participated in the [illegible]. The book comprises 269 pages. The last chapter sums up the results of the war as affecting national life and imperial interests. It is published by Constable's, of London.

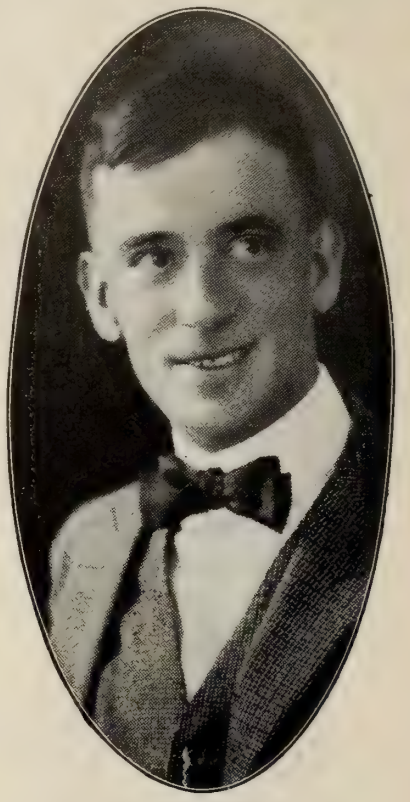
From the University Tutorial Press, of London, England, comes a new "School Geometry," matriculation edition, the work of W. P. Workman, M.A., B.Sc., and A. G. Cracknell, M.A., B.Sc., F.C.P.

EDGAR A. GUEST

A most interesting personality in the contemporary world of American letters is Edgar A. Guest, upon whom may be said to have fallen the mantle of James Whitcomb Riley, so true an interpreter in verse is he of American life and character.

Edgar Guest belongs to the same democratic brotherhood as Riley, Eugene Field, Will Carleton and Edwin Markham, singers who have established a place in the hearts of the great middle-class Americans, and of their counterparts, the home-loving people in Canada.

Edgar Guest's books are popular be-



EDGAR A. GUEST

cause in his work there is no striving for the bizarre, the fantastic or the unreal. His songs are simple — both in theme and construction. They are songs of home, of children, of every-day joys and sorrows, and of the numberless things about which the affection and sentiment of life cling. Such poetry as that of Edgar A. Guest has the ring of genuineness, for it is based on a deep, abiding faith in human nature — in its essential goodness and loveableness. It is this human quality in his verse that has made Guest one of the favorite poets of the present day.

Eddie Guest's latest book of verse is "The Path to Home," which carries the same strong appeal as "A Heap o' Livin'," "Just Folks" and "Over Here." These books have all been published in uniform bindings of different sizes and qualities.

Edgar Guest is becoming more and more popular on the public platform as a reader of his own poems and this is still further accentuating the steadily growing popularity of his books.

McFEE'S NEW NOVEL

William McFee's new novel, "Captain Macedoine's Daughter," like "Aliens" and "Casuals of the Sea," will give you the soul of England. It is a story of seductively fascinating people — pretentious Captain Macedoine with his pathetic bubble, "The Anglo-Hellenic Development Co." (to be built on gullible sea-captains' savings), the Captain's daughter, alluring and richly vital, used as a pawn in her father's speculations, but growing beyond it into amazing experiences, the ship's crew that fell in love with her, and all cast in a vibrant, beautiful setting of seas and sea-towns.

THE KILLER

The Killer, a man named Hooper, boasted that nothing that got in his way, from a toad in the pathway to a grown man, lived. He did no murder with his own hands. A nod to his Mexican followers and the man marked was as good as dead — one time or another. That is the central figure of the title story of Stewart Edward White's new book which presents seven other stories, half-narrative, half-essay.

KATHLEEN

What may be described as a "long short story" is "Kathleen," by Christopher Morley, in which the mystery of Kathleen comes to add new zest to the life of the "Scorpions," assembled to discuss things literary and culinary. It is a genuinely humorous tale.

NORTH OF THE LAW

To Jules Dane, in the far Northwest, love comes unasked. He repels one woman, and her vengeance takes him falsely into prison. But as a climax to breath-taking adventures, he escapes with his true love and goes "North of the Law," which is the title of Samuel Edward White's novel, in which is related this absorbing tale of love and adventure.

NO BASE LIKE HOME

In June will come a new story of baseball and movie interest by H. S. Witwer and his popular hero, Ed Harmond, famous pitcher, again stars. There is the regulation laugh a minute characteristic of all Witwer's books. The title of this new book is "There's No Base Like Home."

SUCCESS WITH HOGS

In these days food production is of the utmost importance and booksellers have an opportunity of increasing their sales of books bearing on this big question. "Success With Hogs" is such a book. Its author is Charles Dawson, and the publishers are Forbes & Co., of Chicago.

The author of this complete and practical guide to successful hog-raising is a well-known authority on the subject and has had a long and wide experience in every branch of the industry. He has written a splendid book which clearly gives the latest and best methods for the feeding, breeding and care of swine, with full directions and plans for making hog buildings and equipment — nothing is omitted.

Booksellers Must Keep Up With Times

King's Bookstore at Montreal Finds This Necessary to Success—Outdoor Signs and Indoor Display Trade-Getters

KING'S BOOKSTORE, 27 Bleury street, Montreal, keeps alive to the needs of 1920 by viewing 1920 in terms of the advanced ideas which now obtain. As J. L. King, the proprietor, said to BOOKSELLER AND STATIONER, "One must keep changing with the times if he is to succeed." This was illustrated when, in answer to a question of BOOKSELLER AND STATIONER regarding the prevention of accumulating unsaleable stock, Mr. King said that the only way to prevent this, or the best way, is to keep stock moving. This may be done by watching it closely and by knowing, in this way, what has been held for a certain period. If in stock too long, it should be hurried out, and this can be accomplished through special display, or probably reduced price. This matter can best be decided by the individual merchant.

This Advertising Pays

"Do you find that the special announcements you use at the front of the store bring in actual business?"

"Yes, they do. I believe that they are better for my business than newspaper advertising," replied Mr. King. "At the same time, if I were on a side street, they would not be of much, and perhaps not of any, value."

This advertising is of a character which is by no means new, but since it appeals to Mr. King, and does the work, why change the method? It embraces, in a nutshell, the constant use of cotton announcement signs in front of, and above the store front. For instance, when the writer called—about the end of January—Mr. King was featuring Valentines, and these were being advertised on a sandwich board, and which was placed in front of the window, on the sidewalk. A little early, some would say, to advertise Valentine cards—nearly a month before Valentine's Day, but there is nothing like getting interest awakened. This helps clear stock out early, and herein lies an open secret, "Get the goods sold—show them long before anniversary dates—that's the way to prevent dead stock accumulation."

Immense Card Sales

An interesting item in sales is that of picture post cards. These are displayed well, and this helps, Mr. King states, in putting sales over. Racks are suspended from the ceiling, and are placed uniformly, so that the best effect is obtained. The sections holding cards are kept filled, and this prevents an unsightliness that is always undesirable. Furthermore, good display has a more beneficent effect upon the prospective customer than poor or incomplete display. Many racks are used.

Cards have, of late, been obtained largely from United States makers, and Mr. King is well pleased with the class of lithographed cards they are supplying. The variety is wide and the class of subjects sufficiently interesting to create and maintain active sales. Of course, local views are in active demand, these being constantly asked for. Altogether, Mr. King is well satisfied with the volume of post card business which he is doing. Display in the windows, and display in the store, coupled with the outside announcements, "do the trick."

Will Pay the Price

Of papeteries, Mr. King sells increasing quantities. "We are selling better grades all the while, and at the Christmas season papers selling at around $1.50 are in big demand. In fact we sell more of the better papers than of the cheap ones."

Linen, box papeteries are popular. Of one line alone sales have increased steadily. This is a paper that is retailed ordinarily at 50c to 75c per box. A line retailing at 25c is also offered, but the sales of this are decidedly less. Since prices have soared so greatly, BOOKSELLER AND STATIONER asked if this had not been detrimental, or rather if it had not reduced the volume of business, but trade has rather increased, than diminished, Mr. King pointed out. Canadians have a certain pride about them, and if the better article be recommended, or even displayed alongside the cheaper, it will sell best.

This applies to other lines. Pencils, for instances, and of which the King store sells many gross, must be reliable, and they must stand up under the severe strain of office usage. If they do not, then the customer will not have them again; in fact, he will return those which have been sent him, as was the case with a lot of pencils which had been sold lately. Canadian makers, in particular, Mr. King thinks, should pay closer attention to the quality of the pencils they make.

Gets This Business

Mr. King sells much stationery, and specialties are also sold extensively. These go to some of the large wholesale firms in the vicinity. The store is located near the corner of Craig and Bleury Streets, and this section has many busy offices. Mr. King has gone out to them and sold quantities of office stationery and supplies, and this business pays. Some have been customers for years, and the demands on Mr. King's time have become many, so that it is not always possible to meet and make new business acquaintances. There is this to say, however, and that is that the customers are well looked after, and Mr. King is an advocate of the personal call. It brings, and develops, actual business.

When a new device comes out which is sold to the trade, it is demonstrated to the customer, and in this way new business is, from time to time, developed. These specialties are the "found" business which all like to get, for it pays well.

An Historic Stand

The King store has been occupied for about ten years. These ten years have been marked by a growth of which the proprietor is proud.

"I think this is one of the oldest stores in Montreal," said Mr. King to the writer. "An old resident, whose family was born and reared here, often comes in and chats about it. The old fireplace still remains."

Naturally, under the above conditions, the store is, in many respects, out-of-date. This would be a handicap to many booksellers, but it is not to Mr. King, for he has made the best of the poor floors, the low ceiling, the scanty space, etc., by displaying goods in such a manner as to make the interior attractive. After all, it is merchandise that people want when they come in to buy, and here they can get it, get it fresh, and get it quickly. For Mr. King and his staff are always on the job, from before 8 a.m. to 6.30 p.m.

Business centres, for the most part, from 11 a.m. to 2.30 p.m., and from 4 p.m. to 6.30 p.m. The former period is that surrounding lunch hours, while the later hours are those when traffic is heaviest on the street. It is a pedestrian traffic that buys, largely, the class of stationery and supplies, novelties, etc., which King's bookstore sells. Located as it is, the sale of specialties is large, and of Ouija Boards, in particular, great quantities have been sold. Games and other novelties are active sellers, and are constantly displayed in the windows.

"Some assert that a transfer corner is no good for business. What is your experience, Mr. King?"

"With me, it has been satisfactory. It brings business."

How One Bookseller Increases Sales

New Books as They Come Are Systematica lly Submitted to Most Likely Buyers Among Regular Customers

FOLLOWING up the inspirational advice given in one of the interviews published in last month's issue in which one publisher advocated "Sell Books Every Day" as a motto for 1920, the following account of a plan for livening up book sales as practised by John B. Foster, of Newark, N.J., is most apropos:

When a new shipment of books was received, Mr. Foster wrapped up twenty-five to one hundred packages of four books each. Then he made up a list of selected charge customers and under the package cord he slipped this personally addressed, multigraphed letter:

My Dear Madam (or Sir):

"I have just received from our publishers a shipment of the enclosed new books:

(Here Mr. Foster listed the four titles he enclosed in the package.)

"These are such interesting and exceptional stories that I wanted a few of my customers to have an opportunity to purchase some before I put them on general sale.

"I am sending herewith a volume of each, which I would like to have you look over at your convenience. In a day or two our wagon will stop and call for those you do not wish. If you should desire any additional volumes, you can let the driver know and I will be pleased to send them to you.

"These books will retail at (list of prices given), and I know they will have a large sale. It is for this reason that I have taken the liberty of sending them, so that you may have first choice."

Yours very truly,
JOHN B. FOSTER.

P.S.—"I have made arrangements with our publishers to forward to me monthly their most popular and best publications, and if you like I shall be pleased to send over these new volumes as we receive them each month for your perusal."

Speaking of this plan to a correspondent of "Geyer's Stationer," Mr. Foster said that on the first trial of this plan his sales amounted to 32 per cent. Sales resulting later increased this percentage.

No complaint was made, and several customers thanked Mr. Foster for his thoughtfulness. One customer who bought a book by Henry A. Shute, came in later for two other books by this same author.

Another customer kept the four books because "they came at a time when I was wondering what to buy for prizes for a card party, and the books solved the problem most delightfully."

Mr. Foster reports that the cost of this method of increasing business was small. He figured delivery as a fixed charge, anyway, and having a duplicating machine, he ran off the letters at slight cost.

Personally, I was completely surprised with the results of my little plan," Mr. Foster remarked, "because I was rather afraid at first of being charged with forwardness. I am not certain whether this plan would work with all merchandise—but it seems peculiarly desirable for books, inasmuch as they are rather 'personal'—and if accompanied by a proper letter are bound to prove acceptable. Perhaps these tactics applied to other lines of merchandise might not prove so successful. I do know, however, that the plan sold, and is still selling, a great many extra books for me."



GRACE S. RICHMOND

Red Pepper Burns is one of the established characters which the wodern fiction world has given us. In Mrs. Richmond's appealing new book,, "Red and Black," he appears again. This halftone is reproduced through the courtesy of Doubleday, Page & Co.

BLACK AND WHITE

Grace S. Richmond has a new book ready — and in its pages Red Pepper Burns figures again. It's called "Red and Black." Mrs. Richmond's own subtitle for it is, "A Novel of Opposing Personalities." That sub-title applies both in respect to the men and women who figure in the story.

There is, for instance, the fine and lovable woman whom Black — Robert Macpherson Black, the exceptionally human young clergyman who came to preach at the Stone Church—loves and, over against her, the trifling little flirt who makes so much trouble wherever she goes. And then there is Red—Red Pepper Burns himself, with his flaming hair and sunny smile — and there is Black. The story of how Red is gradually won over from awkward skepticism as to Black's power and attitude toward life into admiring recognition of the man, forms one of the most inspiring stories this popular writer has ever achieved. The portraiture of the contrasting types in the little congregation is delicately handled and throughout the book is alight with just those qualities of mind and heart and soul which have endeared Mrs. Richmond to so wide a circle of readers, making her known as "the novelist of the home."

WHY ENGLAND WON

A book of historic value and momentous interest is Lord Haldane's "Before the War" in that it provides a vindication for the course adopted by the British Government in pre-war years. A vivid light is thrown on the remarkable state of preparedness which enabled the Expeditionary Force to join the soldiers of France, without either delay or deficiency in August, 1914. A truly interesting analysis of the national character is given, and its effect on during-the-war actions is traced in a way which is of sincere interest to every thoughtful reader. "We are somewhat deficient in the faculty of self-examination and self-criticism," says the author, which, he thinks, has led to an insularity that has made "the international mind not common amongst people of these lands."

Lord Haldane very definitely believes that in the same way as far-visioned statemen gave England that strength which was not to fail when tested in the war years, so England herself—if she but adopts nationally the habit of far-vision—can reap the full harvest of her many other qualities in the New World that will come out of the present flux, by being true to herself. From this viewpoint—in addition to its high imperial significance and historical value—Lord Haldane's book is a real contribution to literature.

BOOK DISCOUNTS

A representative of a Canadian jobing house points out that a retailer in Canada buying books from a U.S. house at 40 per cent. discount, must consider both duty and the exchange rate, which brings down the actual discount to about 27 per cent., exclusive of carriage. He draws attention further to the necessity of buying one hundred copies of one title in order to get this 40 per cent. discount.

PERIODICAL NOTES

A new periodical, "Discovery," appeared last month under the editorship of Dr. A. S. Russell, M.C. It is intended to cover the whole field of research. It is published by John Murray, London, England.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

The Red Lady, Katharine Newlin Burt, cloth, $1.90; Oh You Tex, William M. Raine, $2.

Non-Fiction

The Storm Pilot: The Story of Calvin Coolidge, Holman Day, $1.10; Le Petit Nord: Annals of a Labrador Harbor, Anne Grenfel and K. Spalding, $1.65; The Island of Sheep, Cadmus and Harmonia, $1.65; Recreation, Viscount Grey, $1.65; The Learned Lady in England, Myra Reynolds, $2.25; Humanism in New England Theology, Rev. Geo. A. Gordon, D.D., $1.35; Poems, Edgar Allan Poe, cloth $1.65, leather $2.75; Food Facts for the Home Maker, Lucile Stimson Harvey, cloth, $2; Fair Value, Harleigh H. Hartman, $3; The Almosts: A Study of the Feeble-Minded, Helen MacMurchy, $1.65.

S. B. GUNDY

Fiction

The Dark Mirror, Louis Joseph Vance, cloth, $1.75; The Tempering, Charles Neville Buck, cloth, $1.50; Isle O'Dreams, Frederick Ferdinand Moore, cloth, $1.50; Diamond Tolls, R. S. Spears, cloth, $1.50; Turquoise Canon, J. A. Dunn, cloth, $1.50; A Secret of the Sea, W. Allison, cloth, $1.75.

Non-Fiction

Hand-Made Fables, George Ade, cloth, $1.75; New Worlds Self-Defined, C. A. Smith, cloth, $1.75; The New Black Magic, J. G. Raupert, cloth, $2; Spiritism and Religion, Johan Liljencrants, cloth, $3.50; The Life of Pasteur, A. V. Radot, cloth, $4; Tales of My Native Town, Gabriele d'Annunzio, cloth, $1.75.

MACMILLAN & CO.

Fiction

The Black Drop, Alice Brown, cloth, $2; Peace in Friendship Village, Zona Gale, cloth, $2.

Non-Fiction

Foundations of Classic Architecture, H. L. Warren, cloth, $6; Pan Islam, G. Wyman Bury, cloth, $2; Science and Fruit Growing, Duke of Bedford, cloth, $4.25; The Making of Modern Wales, W. L. Williams, cloth, $2; The Narcotic Drug Problem, E. S. Bishop, cloth, $2; Miss Eden's Letters, Violet Dickinson, cloth, $6; The Idea of Atonement in Christian Theology, Hastings Rashall, cloth, $5; Treasury of Nineteenth Century Verse, H. J. Massingham, cloth, $1.20; Stabilizing the Dollar, Irving Fisher, cloth, $4; For Pulpit and Platform, John M. English, cloth, $1.40; Samuel Butler: A Memoir, Henry F. Jones, 2 vols., cloth, $15; The Psychology of Nations, G. E. Partiridge, cloth, $1.50; The Labor Market, Don. D. Lescohier, cloth, $2.75; Poems, Gladys Cromwell, cloth, $1.5; The Book of Ice Cream, Walter W. Fisk, cloth, $2.75; A Private in the Guards, Stephen Graham, cloth, $2.50.

McCLELLAND & STEWART, LTD.

Fiction

September, Frank Swinnerton, $2; Tamarisk Town, Sheila Kaye Smith, $2; The Tidal Wave, Ethel M. Dell, $1.75; The Veldt Trail, Gertrude Page, $1.75; An Awfully Big Adventure, "Bartimeus," $1.75; The Star of India, Alice Perrin, $1.75; A Thousand to One, B. M. Croker, $1.75; Sheepskins and Grey Russet, E. Temple Thurston, $1.75; On Great Waters, Frank H. Shaw, $1.75; The Man Who Broke the Rule, May Edginton, $1.75; The Doctor of Pimlico, Wm. L. Queux, $1.5; Second Youth, Warwick Deeping, $1.75; Possessed, Cleveland Moffatt, $2; The Bridge of Time, William Henry Ware, $2.

Non-Fiction

Complete Auction Player, Florence Irwin, new edition, $2; Life Everlasting and Psychic Evolution, J. W. Fringe, $2; Auction Bridge, Foster, new edition, $2.50.

Juvenile

Our Wonderful Navy, J. S. Margerson, $2.50; Blind Trails, Clayton H. Ernst, $2; Orchard and Meadow, Zoe Meyer, $1; All About Treasures of the Earth, Zoe Meyer, $2.50; Boys' Book of the Open Air, Eric Wood, $2.50; The School on the Moor, Ethel Talbot, $1.50; All About Aircraft of To-day, Frederick A. Talbot, $2.50.

GEORGE J. McLEOD, LTD.

Fiction

Allegra, L. Allen Harker, cloth, $1.90; Wydnham's Pal, Harold Bindloss, cloth, $1.75; The Single Track, Douglas Grant, cloth, $1.75; The Boardwalk, Margaret Widdemer, cloth, $1.60.

Non-Fiction

An Autobiography, Theodore Roosevelt, cloth, $5.

J. M. DENT & SON LTD.

Fiction

Light, H. Barbusse, $1.75.

Non-Fiction

The British Coal Industry, Gilbert Stone, $1.25; Free Trade, J. M. Robertson, $1.25; Sir Douglas Haig's Despatches, J. H. Boraston, $15; The Nursery School, Margaret McMillan, $2; The Chinese Wonder Book, N. H. Pitman, $2.50; Shakespeare for Community Players, Roy Mitchell, $2; Jacopone da Tode, Poet and Mystic, Evelyn Underhill, $3.50; Birds in Town and Village, W. H. Hudson, $3.50; The Eternal Question, Allen Clarke, $2; Self Health, Alfred Miles, $1.60; Fairy Man, Cornfield, $2; From the Hill Tops, David Campbell, $1.50; William Blake, the Man, Charles Gardner, $3.50; Singing Games for Children, Eleanor Farjeon, $1.50.



How Long Will It Last

Toys for Spring and the Holidays

Many New Lines Appearing—Educational Toys Appeal to Canadian Youth—Novelty and Souvenir Dolls Numerous—Prosperity Keeps Stocks From Accumulating.

NOW that the toy makers of the Western world have gotten away from the idea of imitating ideas originating in Europe; some idea of what the Canadian child wants as a plaything is evident. And also some idea of what the parents will pay for the right kind of toys is also evident. The fact that some of our Canadian manufacturers have made toys which have been very much in demand in Great Britain is evidence of the fact that this country can produce toys which are of world-wide concern.

Perhaps no line of toys made on this continent has taken such strides ahead as have those of an educational nature. Constructional and educative toys of different kinds are commanding almost universal sale at unlimited price range. The mind of the modern boy, even up to him of high school age, is intensely practical and naturally, toys which make an appeal to such a bent will be most successful.

One of the outstanding new productions of an educational nature has been offered in Maryland. It is called a chemical toy, but strictly speaking, it is not a toy at all, but an elementary course in science. There are four chemical outfits under the general name of "Chemcraft" and the outfits sell in the United States at from $1.50 to $10 retail. In effect, they are miniature laboratories fitted with necessary materials and apparatus for performing harmless experiments and doing simple research. $10.00 is not now considered an unusual price for an article with such a purpose. A small house organ on chemistry accompanies the outfit and services as a medium through which numerous questions asked by young amateur chemists may be answered. Interest is thereby kept alive and the full possibilities of the outfit realized.

Splendid ranges of wooden toys and dolls are on the Canadian market. Deliveries of baseball goods are very slow and should an early spring occur retailers may find some difficulty in supplying the boys with these goods. The makers of the "Sandy Andy" toys are offering a line which are specially designed to be year round sellers. Some items are especially adapted for the sea-shore and garden. In addition there is a complete wash-day outfit for the little girl: the tub with wringer attached and washboard, clothes basket, clothes reel, clothes pins and clothes horse.

Indian Novelties

Strictly non-European are the new Indian dolls. One called Karo Princess is an attractive little papoose round and chubby with a body suggesting an ear of corn. She is supposed to typify the spirit of the Indian corn which is distinctly a new-world product. There is also on the market a tribe of Indians in characteristic costumes and coloring. The garments are said to be made of real Indian blankets and, of course, a feather and bandeau is not wanting. The 1920 Kiddie Kars and the toys of that order are mostly all to be had with an aeroplane equipment. One new line is worked like a tricycle with the aeroplane wings across the front. Another has bicycle pedals with wooden wings in front. These wings are designed to make the speeding more easy.

A recent line of whistling and grizzly, growling bears is proving very successful. These bears are made in different colors and with radium eyes which glisten in the dark, when their ears are pressed the whistling and roaring delights the youngsters.

Quite a new thing is the line of entirely wooden mechanical toys; a number of rather intricate mechanical devices are utilized in these. There is a cat catching a mouse, a team galloping horses with driver, etc.

The lines of character dolls, such as those with real hair and veils, bathing girls, coquettes, and other souvenir types are larger than at any previous time and promise to be bigger sellers during the coming year than ever before. And, of course, there is no decrease in the variety of animals, both for Easter and other holiday seasons. Rabbits, bears and elephants are particularly in demand.

A new skipping rope is to be had of wire spring around a cord core. This rope will retail at 25 cents but so far it is not promised ready acceptance.

Savings banks in the form of a street car conductor's box are to be had again.

Games, dolls, dishes and playthings of all sorts are finding their way to the wholesale shelves so that it really looks now as if fair supplies are likely to be on hand for the rush seasons, though everyone is aware that the prosperity of consumers generally, last year, is likely to continue this year, and in that case the busy season next Winter will probably witness as clean a sweep of wholesale toy shelves as was the case last year for some weeks before Christmas.

Japanese tops are on the way in large quantities. Celluloid novelties of all sorts are especially big and an extensive range of rubber balls is also among the shipments which have already arrived. It is said by some of the wholesalers that the amount of Japanese goods on the Canadian market this year will be greater than ever before.

A big line of bathing caps is coming through. Fewer cheap lines are being shown and the advance of prices of better goods is seldom more than about 10 cents a dozen.

NEW OFFICERS ELECTED

Officers were elected as follows at the annual meeting of the Retail Stationers' and Newsdealers' Association of Toronto: President, J. H. Wilkinson, 1073 College Street; vice-president, B. McAulay, 291 Roncesvalles Avenue; secretary-treasurer, J. Ballantine, College Street.

While nothing was done officially as to the attitude of this association toward the prospective new national association of Canadian booksellers, leading members expressed themselves strongly in favor of the proposed new organization.

A line of action is being matured as to the situation regarding the selling of American periodicals.

Victoria, B. C., public library, under the capable direction of Miss Helen Stewart, reports a good year. Big increases in membership, variety in books and periodicals and an increase in circulation from 255,978 in 1918, to 305,814 in 1919, were outstanding features. Over 4,000 books were added to the library.

Canadian toy making has developed to a most remarkable degree during the past year. The story of this growth will appear in the Annual Spring Number.



Merchant Makes Merry-Go-Round

Unique Window Display Feature That Promotes Toy Sales and Attracts New Customers From Afar

"IT IS the very best retail advertisement I've ever had, though, to be candid, that was not my object in making it," said A. E. Payne, who conducts a store at 258 Christie street, Toronto, while he obligingly put his miniature merry-go-round into action.

And while the gallant knights and haughty damsels, grinning clowns and good-natured bears sped merrily around, he related the story of the unusual toy.

"Four or five years ago, while at the Island, the idea occurred to me that it would be very interesting to the children of my neighborhood to see a sort of pocket edition of the Island merry-go-round.

"Not long after, while holidaying in Muskoka, I began to work on the idea, and, working on it in my spare moments, had it ready for my Christmas window display."

This unique toy rests on a platform thirty inches in diameter and is a replica of the larger toy which delights the heart of kiddies—and not a few children of larger growth—at many an amusement park. The figures are exceedingly lifelike. The dolls were dressed by Miss Payne—and are surely persons of quality. The greatest difficulty experienced by Mr. Payne was in securing the necessary beasts of burden, as they have to be all of one height.

At night the toy is illuminated by red and blue lights, set in the canopy, and on a level with the platform. During the Christmas season a small music box, playing a repertoire of eight tunes, supplies the melody that adds the final touch of realism.

A small motor furnishes the necessary power, and as the toy is mounted on ball-bearings, the cost of running it is very light.

"The first Christmas it appeared the store was nearly mobbed by the little folks," continued Mr. Payne. "In fact, they hung around so persistently that I seriously considered removing it from the window altogether.

"And then people whom I had never seen before began to drop in. 'Bobby does nothing but talk about your merry-go-round. He pestered us until we promised to come to see it,' was the way one lady explained her and her husband's presence in the store. All these newcomers were purchasers.

"By actual count, our small visitors may be the means of bringing in anywhere from two to a dozen people who otherwise would never hear of us."

"Do people never ask to buy it?"

"Often," replied Mr. Payne, smiling reminiscently. "Each year a parent or an uncle or aunt comes in and inquires the price.

"When I tell them that the actual cost of construction, exclusive of the motor, was fifty-five dollars, they decide that it is too expensive, even for the nicest baby in the world.

"Last year, however, I had a very persistent customer. He offered me one hundred dollars as a first bid, and when I declined it he jumped to $125.

"'Say, who's buying this thing? You or ——?'

"'The ——— Co.,' he replied. 'We need it in our toy department. What do you want for it?'

"'If the ——— Company, with all their facilities for attracting the public, are willing to pay that for it,' I said, 'it is worth a great deal more to me.'"

And there it is—as unique a toy and as odd an advertising medium as you will find anywhere in Toronto.

ARITHMETIC

"I am not much of a mathematician," said Carelessness, "but I can add to your troubles, I can subtract from your earnings, I can multiply your aches and pains, I can take interest from your work, and discount your chances for safety. Besides this I can divide your thoughts between business and pleasure and be a potent factor in your failures. Even if I am with you only a small fraction of the time I can lessen your chances for success. I am a figure to be reckoned with. Cancel me from your habits and it will add to your total happiness."



LT. J. V. McKENZIE

Of the staff of the MacLean Publishing Company, who has been appointed Canadian Trade Commissioner to Scotland with headquarters at Glasgow

WILL MAKE DOLLS

A new firm in Vancouver, B.C., is Canada Dolls, Ltd., 4336 Victoria Road, dealing in dolls, doll heads and toys.

IMPORTED GERMAN TOYS

The rather astounding revelation was made in the British House of Commons last month that about half a million dollars' worth of German toys had been imported by English concerns in December and January. This information was forthcoming in answer to about 140 questions on this particular point.

FISHING TACKLE

That the Spring of 1920 for fishing tackle trade will be livelier than has been the case for many years is confidently expected. For the first time in five years, Canada has its fishermen all back from the battlefields of Europe, and the chances are that the streams and lakes of the country will be more thoroughly threshed this coming Spring than they have been for several years.

It is up to the stationer, therefore, to get busy now, and see to it that he gets his full share of this business.

NOVELTY PURSES

Among the new accessories offered to the exclusive trade in New York are small, flat purses of real tortoise shell. These are rounded at the corners and are set in plain, narrow, dull, gold frames. Little, flat purses of 2½ to 4 inches in length, made of soft, gold finished kid are quite a new item and are causing much delight. There is almost an epidemic of beaded bags in the shops this year. They amount almost to a speculation for practicaly every shop that has any appeal to make to women passersby does it by showing an array of beaded bags in its window. The designs, coloring and shapes are legion.

NEW TOY FACTORY

The Canada Toy and Novelty Manufacturers, Limited, is a new company at Bathurst, N.B., which has just been incorporated. The incorporators are E. Caroline Wilcox, St. John; Joseph Williams, Bathurst; and George Gilbert, Bathurst.

HARMONICAS

What was formerly a munition factory in England is now turning out mouth organs, a line which before the war was purchased for Canadian trade largely from German and Austrian makers. The Japs have captured some of the trade, but their harmonicas have not won very high favor in this market. Some have come from United States manufacturers, but shipments from all sources have been far short of the Canadian demand, so that there should be good business in this country for the British makers of mouth organs.

Norman Knowles is now with the Musson Book Co.

Leather Goods in Stationery Stores

Prices Are Ascending, But People Are Willingly Paying Increased Prices and Trade is Better Than Ever Before

DESPITE the increasing prices and the prospect of leather prices going still higher, the stationers continue to increase their leather goods trade, not only in total receipts, but in the number of items sold. This point is well illustrated by one manufacturer's experience with a line of commercial portfolios, which were priced in 1918 at $7.50 each, and are now $13.50 each. Despite this increase to nearly double the former price, the experience of this manufacturer is that the stationers are now selling about double the quantity they used to two years ago. Think of the increased turnover this means and the coincident total net profit on these sales which, it would appear, are just as easy, if not easier, to make at the long price than at the lower price which previously prevailed.

In the case of bags and suit-cases, the different manufacturers report that orders have been rapidly piling up so that refusal of new business has been necessary, regardless of price considerations. In some instances, orders on the books at present exceed maximum output, and it is likely that production will have to be distributed among old-time customers on some equitable basis. The labor situation in the industry has aggravated conditions to no small extent.

Difficulty in obtaining proper bag trimmings, such as frames, catches, keys and locks, has greatly hampered manufacturers in speeding up their output. Most of the bags sent out have no keys, it was said, as practically none are obtainable. Manufacurers state that they have been forced to utilize various kinds of substitutes for trimmings, and that these have proved unsatisfactory.

Coming to the finer leather goods, such as wallets, bill-folds and other flat goods, prices have mounted, because of the difficulty in obtaining the highest grade morocco and goat skins.

There is an unprecedented demand everywhere among the customers of the retailers and, in turn, on the part of buyers for the retail and department stores.

Leather goods trade is decidedly alive, and it is highly profitable for retailers, because of the high average of prices and margin of profit to be realized. So true is this, that it is most appropriate to include advice here to all stationers to pay better attention than ever before to the leather goods trade. In the case of those who have not given this department their serious attention heretofore, they will be well advised to get into this trade in earnest. It is a most suitable side-line for stationery stores, and will yield far better result than some lines which now take up a far greater amount of time and attention than a good representative leather goods stock would require.



Smart Spring Bags

A rich brown velours of deep pile is shown at the left. It has champagne lining and carved brass frame. In the centre is a brown leather linen-grain kodak bag—a style which is particularly popular. The soft richness of grey suede never "goes out." This one with silver frame is well liked. Note how the round inset in these soft bags adds to their capacity and the button finish makes them a little more tailored than the more familiar tassels.

HANDBAGS AND PURSES

The kodak leather bags which have been featured in BOOKSELLER AND STATIONER are growing daily in popularity. The shape is one which seems to be liked by all classes of trade, and consequently there is quite an extensive price range in that style of bag. In more dressy bags chenille tassels have given place either to fine chain tassels in gold or silver finish or to a fairly large covered button in the material of the bag. Metal frames are once more the feature of fashionable bags. Some have chain handles and some have fabric handles. The frame itself is narrow and "dignified" and usually quite fancy. Some of them appear to be solid carved work with cupids, Dutch heads, flowers, foliage or conventional effects often in deeply-embossed patterns. These frames are rather expensive and deliveries are slow but they are more durable than the celluloid type.

Beaded bags continue to arrive from Paris and England in response to the generous appreciation which prevails for them. Exquisite workmanship, designing and rich coloring in great variety are everywhere evident.

EXPORT TRADE

Dealing with the subject of English inports from Canada, the "Canadian Export Pioneer," presenting the views of the famous house of Selfridge's, of London, had the following to say:

"In the stationery and fancy goods department it was learned that a rather new Canadian line of export had been taken up by Selfridge's in the form of ladies' leather handbags and purses, supplied by the Julian Sale Company of Toronto. They were considered very satisfactory, and there is an opening for more of them. Canadian stationery had not as yet been handled. Before and during the war prices were considered too high, and none had been offered since that time, although chances were probably never better. "We are open to consider any new line from Canada," it was stated. "We have a weakness for new lines."

Canadian unbreakable dolls and clockwork trains have been bought by Selfridge's Toy Department, and both are considered very satisfactory. The dolls were purchased from the Dominion Toy Manufacturing Company through their British agents. The buyer thought there might be a good opening for Canadian wooden toys and playthings if they were of a kind which could be shipped in knock-down condition. Germany used to manufacture huge quantities of such goods, particularly in Northern Hesse, and ship them at extraordinarily low prices."

TOY CHEMISTRY

"Kemical-Magik" sets are newcomers this year, a line of toy chemistry outfits that afford opportunity not only for educational experiments but with which boys and girls can do tricks that are both amusing and amazing.

Wonderphone, Ltd., is the name of a new phonograph manufacturing concern beginning operations in Vancouver, B.C.

WELDON ROBERTS RUBBER ERASERS

Why is it that the user the world over who knows quality insists upon having a WELDON ROBERTS' eraser? The best explanation is a comparative test of WR and other erasers. The quality tells. There are 88 styles.

WELDON ROBERTS RUBBER CO. NEWARK, N.J. U.S.A.

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WRITE US FOR PRICES

"Ace Brand" Dice are made of the finest ivoryloid material. The quality is of real excellence and in every respect the workmanship is fully guaranteed. Made with round or square corners, in transparent or solid white ivoryloid material. Prices, colors, and other details sent on request.

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LEADING BOXES

B-1—8 semi-moist pans 6 standard colors with sepia and charcoal gray.
B-1—Special—8 semi-moist pans, 6 standard colors with white and black.

A variety of other assortments kept in stock.

THERE ARE REASONS

for the largely increased sales of **Bradley Water Color Boxes and Crayons** for schools. The standard of quality has been maintained and **prompt deliveries** are always made.

For sale by the leading jobbers, or trade orders will be promptly filled by

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If you are doing business in a smaller city, or in any town or village in Canada — no matter how small — you should be getting MACLEAN'S shipped direct to you from our Toronto office.

MACLEAN'S pays a higher percentage of profit to the newsstand dealer than any other magazine.

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Like these other live wire dealers all over Canada, you simply can't afford to be without it.

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Cut out this coupon! **Sign it!** **Mail it To-Day!**

The Circulation Manager,
MACLEAN'S MAGAZINE,
Toronto, Ontario.

Tell me your plan for selling MACLEAN'S through drug stores.

Name .....

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---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

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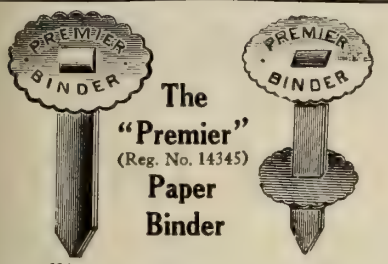
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Brass Paper Fasteners, Paper Clips, Drawing Pins, etc.

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Manufacturers of

Adding Machine Rolls

Die Wiping Paper

and

ALL CLASSES OF SMALL ROLLS FOR AUTOMATIC REGISTERS

Paper Manufacturers Co.

Philadelphia Penna.

NEW GOODS
DESCRIBED AND ILLUSTRATED

JOY-TOIES

A most appealing feature of a line of "Joy-Toies" is that they are waterproof and lick-proof. The line includes "Water Babies" and "Rolyrattlefloats."

NEW WALKING TOYS

The trade is familiar with the crawling bugs and will welcome moths and turtles that walk about as do the bugs. To see the turtles moving along with all four feet moving is most lifelike. The moths are beautiful reproductions of such moths as the "cecropia," "satellite," and "regal" moths.

PURPLE SEAL.

"Purple Seals" are building blocks of a new type for the entertainment of children from 2 to 15 years old. They can be used for designing most interesting and artistic pictures and for building various types of toy architecture. This is a most meritorious line that is bound to appeal strongly to parents and teachers because of the way they can be made to awaken a child's artistic instincts and stimulate mental development. A design book accompanies the sets and indicates a truly marvellous scope of possibilities.

RADIO OUTFITS

The K-C Junior Radio apparatus is a product of a firm engaged in a large way in manufacturing commercial radio. It resembles the large commercial apparatus, and, strictly speaking is not a toy, but it will naturally meet with a good reception in the toy trade. Assembling the apparatus familiarizes a boy with the fundamentals of radio practice.

INDEX TABS



The illustration herewith shows the nature of a line of cut index tabs being introduced to the Canadian stationery trade by C. J. Aigner & Co., of Chicago. They come in strips already cut to size. They are supplied in leather, celluloid, canvas and cloth, but the firm makes a big variety of index and other specialties for use with blank books and loose-leaf systems.



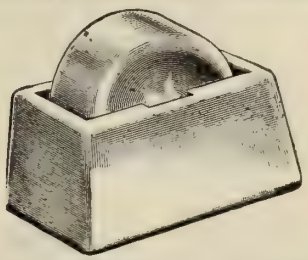
Catch-All Basket
Half Steel, Half Coppered Wire
Mfg. by

Macdonald Wire Goods Co.

Drummondville, P. Q.

CADO

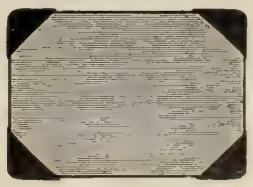
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Attractive in Design, Quality, Packing and Price.

Cushman & Denison Mfg. Co.

New York, U.S.A.



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Good Merchandise—Fair Prices

Satisfaction Guaranteed

on all specialties

Leather and Brass Corner Desk Pads

(Flexible and stiff—60 styles)

Glass Desk Pads

(3 styles—3 sizes)

Cloth Covered Card Index Cabinet

(Standard Sizes)

L. SAINBERG

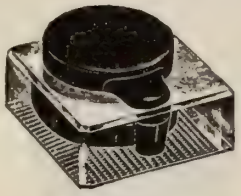
657 W. Houston St. New York

Canadian Representative

Standard Distributing Co., Guy Block Montreal, Que.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

INKSTANDS OF ALL STYLES



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Frank A. Weeks Mfg. Co.

93 John St., NEW YORK CITY, N. Y.
Canadian Jobbers handle our lines.

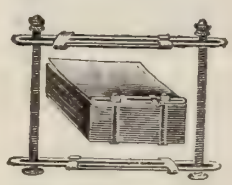
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TEMPERA COLORS
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Students' Tempera Colors
Finely Prepared Artists' Oil and Water Colors
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Fine Quality Brushes
Poster Show Card Colors
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Catalogue on Request



F. WEBER & CO.
Manufacturing Artists Colormen since 1854.
Factories and Main House: Philadelphia, Pa.
Branches: St. Louis, Mo.; Baltimore, Md.

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York

NEW CHAIR PADS

New items added to Canadian-made specialties for stationery dealers are chair pads. A line of these is now being made by the Canadian Novelty Co., 13 Bourclier Street, Montreal. Thes pads are made of felt cloth.



Another new Elsane item is a work-distributor which makes for desk efficiency. Each division has an individual capacity to hold any number of letters, data, etc., separate from other pending matters. No time is lost in finding the letters you want; they are just where they should be under the label describing that sort of work. This article is made in two sizes, one with six, the other with twelve pockets and are available with either brown paper cover or brown Spanish fabrikoid cover.



THE BUXTON KEY KASE
A new key holder with obvious points of merit.

Pugh Specialty Co.

LIMITED
38-42 Clifford Street, Toronto, Canada

Manufacturers and Manufacturers' Agents
We own or control 5 Factories

Our Lines

French Ivory.
Pennants, Cushions and Textile Novelties.
Supplies for Celebrations, Old Boys' Re-Unions, etc.
Tag Day Supplies.
Advertising Signs and Banners.
Purses, Wallets and School Bags.
Powder Puffs.
Souvenir Novelties.
Booklets, Post Cards, etc.
Toy Books.
If you don't get our Catalogue regularly, send us your name. It's well worth having.

Why is the Peerless the Best Moistener?

$1.00

Ask any of the thousands of users and they will tell you it is the best on the market.

Simple—Useful—Economical

We also make a large moistener for large offices and shipping rooms at $2.75 each. Samples sent on approval.

PEERLESS MOISTENER CO.
826 S. Claremont Ave. CHICAGO



Known and sold wherever Rubber Stamps are used

B. G. Volger Mfg. Co., Inc.
Passaic, N.J., U.S.A.

Our Specialty:
STAMPING INKS OF ALL KINDS

"The Guarantee of Quality"

FULTON

Self-Inking

Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing
Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

THE APEX TEN TONE NEEDLES

each playing 10 records.

Also ordinary NEEDLES and SPEAR POINTS.

DELIVERIES of any quantities can be despatched immediately.

BROADWAY SMALLWARES CO.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND

NEW TRADE HELPS

An attractive and most interesting new illustrated catalogue of Adco and Jackson loose-leaf devices comes from W. V. Dawson, Ltd., of Montreal. Beside ledgers and other binders of large and small capacity various other loose-leaf holders and specialties are listed and illustrated. Notable among the newer items is the Flexipost Minute Book, a flat-opening minute book intended for corporations, societies, public bodies, etc., the records instead of being transacted in longhand are typewritten and can be taken out or inserted at will. Another is the Cavan sales book constructed on the loose-leaf principle and applied to the purposes of any Day Book, Invoice or other book in similar daily use, enabling the use to the full of the many advantages of the modern typewriter for purposes of entry. Not the least interesting of this new catalogue's contents are the pages devoted to loose-leaf note books, including special numbers for school use and binders for magazines, telephone books, etc.

PHONOGRAPH SELLING HELPS

A special list comes from the Stewart Phonograph Co., Toronto, as furnished to dealers for distribution by them. The phonograph itself is illustrated and so is a special carrying case made to hold it, this case having special accommodations for carrying a supply of records. An interesting feature of this list is a series of illustrations showing this phonograph in the nursery, in the living room, used for dancing, in the schoolroom and as an entertainer.

Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

NEW QUICK SELLING GAMES

SALMON FISHING
AN ENTIRELY NEW FISHING GAME

DRIFT
A VERY INTERESTING GAME PLAYED WITHOUT DICE

NURSERY SERIES
4 KINDS, SOMETHING NEW FOR YOUNG CHILDREN

Catalogue on application to the manufacturers

GOODE BROS. (1919) LTD.
Airel Works
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LONDON, E.C. 1
England

British Goods Are Standards of Value

H. A. COOMBS'S CARDED GOODS LONDON E.C.

CARDED GOODS

are the busiest members of a stationer's stock. They work while other goods sleep. To the man in a hurry they are an open directory of his daily wants. Other goods wait for the demand—these British Carded Goods create it. They have a knack of getting in the way of coins, tipping them up and conveying them to the cash till. In short they are silent but forceful examples of the business maxim, "It pays to advertise."

ASK NOW FOR NEW POST-WAR CATALOGUE AND TERMS TO CANADIAN IMPORTERS, of

H. A. COOMBS
10 Farringdon Avenue
LONDON, E.C. 4, ENG.



Hold the Line

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading Wholesale Houses in Toronto & Montreal

(Registered)

London (Eng.) Export Agency
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LONDON, E.C.

300% PROFIT!

Booksellers can make this by handling specimens of

The "Nightingale" Music

High-class, all British, Songs
" " " " Piano Solos
" " " " Violin Solos
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which retail here at 2/- each

40 Assorted Copies, Prepaid
$5.50

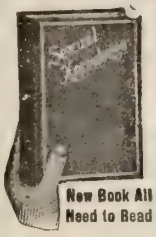
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What every young man and young woman, every young wife and young husband, every father and mother, teacher and nurse should know.

Sex Facts Hitherto Misunderstood

In plain wrapper for only $1.50 postage 10 cents extra.

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French, Spanish and Italian Grammars

MADE IN THE U.S.A.

Grammar Separate, $1.00

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THE ANCIENT ALLAN

Weird indeed and as full of thrills as any of the earlier Quatermain romances, is H. Rider Haggard's new novel "The Ancient Allan." It is a wonderful film that is released in these pages, this record of a human tragedy of 2,000 years ago, in which Quartermain figures as Count Shabaka, a noble Egyptian, this being a record of his adventures in

CAKE BOOK

An "Everyday Cake Book," just published at 1s, 6d, by Stanley Paul & Co., of London, has nearly a hundred pages giving cake recipes, one for each day of the year. An introduction presents general hints and some recommendations.

AUTO GUIDES

Among the new pieces of advertising literature coming to BOOKSELLER AND STATIONER are those descriptive of the ABC Auto Road Guide and the Pathfinder road maps coming from McClelland & Stewart, who have been appointed sole distributors for these new publications. The Pathfinder maps come in editions covering Ontario and Quebec in one book, and separate book for Western Ontario as well as one for Eastern Ontario and Quebec.

LEGEND

In "Legend," by Clemence Dane, published by Macmillan's, is presented the posthumous story of a woman of genius, big of heart and mind, impulsive, prodigal of herself and her great gifts. It is an astonishingly real picture of a character and a career; and yet the woman herself never appears in the flesh to the reader's view. One sees her through the eyes of others, chiefly through the eyes of one who was profoundly jealous of her. With singular vividness Madala Grey's true character emerges from the warped account of the woman who tries to create a false legend of her genius.

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Simple, clear and concise Ready-made Will.

Price $2.00 per dozen.

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Best Sellers Among Book Staples

Self and Sex Series

Keep these books in sight. They are steady sellers because 90 out of every 100 who pass your store are prospective customers.

What a Young Boy Ought to Know.
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What a Man of 45 Ought to Know.

Four Books to Women:—

What a Young Girl Ought to Know.
What a Young Woman Ought to Know.
What a Young Wife Ought to Know.
What a Woman of 45 Ought to Know.

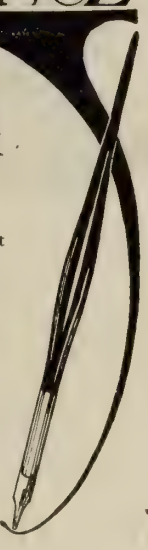
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Publishers Toronto

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Never Corrodes
Absolutely Permanent

Reliance Ink Co., Ltd.
Winnipeg, Man.

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The Ink You Can Rely On

Dealers who are interested in
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CARD WRITING SUPPLIES
SCHOOL COLOUR BOXES
Write for our Wholesale Catalogue.
Mention this paper.

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77 York Street
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Your advertisement here

will be read by

Booksellers and Stationers

throughout Canada.

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Paper Manufacturers Co., Inc., 526 Cherry St., Philadelphia.

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Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.
Geo. M. Hendry Co., Ltd., 215 Victoria St. Toronto.

BELTS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

BINDERS
Elbe File and Binder Co., 97 Reade St., N. Y. City.

BLACKBOARDS (Slate and Hyloplate)
Geo. M. Hendry & Co., 215 Victoria St., Toronto.

BILL FOLDS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

BLANK BOOKS
Boorum & Pearse Co., Brooklyn, N.Y.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Dominion Blank Book Co., Berthierville, Que.
National Blank Book Co. ,Holyoke, Mass.
The Copp, Clark Co., Toronto.

BLOTTING PAPERS
Eaton-Dikeman Co., Lee, Mass.
Menzies & Co., Ltd., Toronto.

CASH REGISTSER ROLLS
Paper Manufacturers Co., Inc., 526 Cherry Street, Philadelphia.

CELLULOID GOODS
E. Davis & Co., Drummond Bldg., Montreal.
Pugh Specialty Co., 38 Clifford St., Toronto.

CHAIR PADS
Can. Manufacturing of Novelty, 13 Boucher St., Montreal, Que.

CODE BOOKS
The American Code Co., 83 Nassau St., New York.
International Cable Directory, 17 State St., New York, N.Y.

CRAYONS
Binney & Smith, New York.
A. R. MacDougall & Co., 468 King St. West. Toronto.

DIE WIPING PAPER
Paper Manufacturers Co., Inc., 526 Cherry Street, Philadelphia.

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Elbe File and Binder Co., New York, N.Y.
Menzies & Co., Ltd., Toronto.
Rivet-O Manufacturing Co., Orange, Mass.

ENVELOPES
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Menzies & Co., Ltd., Toronto.

ERASERS
Menzies & Co., Ltd., Toronto.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES
Dennison Manufacturing Co., Boston.
Menzies & Co., Ltd., Toronto.

FILES
Elbe File and Binder Co., 97 Reade St. New York.

FOUNTAIN PENS
Mabie, Todd & Co., 473 College St., Toronto.
A. R. MacDougall & Co., 468 King St. W., Toronto.
L. E. Waterman, Montreal, Que.

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Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Reliance Ink Co., Winnipeg, Man.
S. S. Stafford Co., Toronto.
"Glucine." Menzies & Co., Ltd., 439 King St. W., Toronto.

INDELIBLE INK
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS
A. R. MacDougall & Co., 468 King St. W., Toronto.

KINDERGARTEN MATERIALS
Geo. M. Hendry Co., Ltd., 215 Victoria St., Toronto

LADIES' PURSES
Davis Novelty Co., Mappin Bldg., Montreal.

LEATHER GOODS
E. Davis & Co., Drummond Bldg., Montreal.
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We can supply the trade with anything in the map line as well as undertake any kind of Map-Making. Road Maps, Motor Guides, Commercial Maps, Atlases.

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"BEE" BRAND
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SEALING WAX

Factory:
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Waste Paper Balers

The "CLIMAX"
Steel Fireproof Baler
turns your waste into profit.



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BUYERS' MARKET GUIDE

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Also Men's Leather Belts, Boy Scout Belts, School Bags for boys and girls, Photo and Certificate Cases, Cigarette Cases, etc.

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Telephone Uptown 398

G. L. IRISH
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Pictures, Frames, Mirrors, Statuary — everything in Picture Framing outfits. $150.00 will start you in a profitable line of business. Crayon and Water Color Portrait Enlargements. Send your pictures to me. I will frame them at low prices. I manufacture 500 different pieces of beautiful French bronze finished statues. $75.00 will make a beautiful display.

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Manufacturers of Cheap Stationery

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25 VARIETIES.
Send for price list
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Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Ltd., 539 King St. W., Toronto
National Blank Book Co., Holyoke, Mass.
Rockhill & Vietor, 22 Cliff St., New York City.
Elbe File and Binder Co., 97 Reade St., N. Y. City.

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Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.
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The Scarborough Co. of Canada, Hamilton, Ont.

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PAPER FASTENERS
O. K. Manufacturing Co., Syracuse, N.Y.

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Buntin, Gillies & Co., Toronto.
Clark Bros. & Co., Winnipeg, Man.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Menzies & Co., Ltd., Toronto.
A. R. MacDougall & Co., 468 Kink St. W., Toronto.

PENNANTS
Can. Manufacturing of Novelty, 1 3Boucher St., Montreal, Que.

PHONOGRAPH SUPPLIES
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Arthur H. Kempton, 511 St. Catherine St., Montreal, Que.

PHOTO CASES
Davis Novelty Co., Mappin Bldg., Montreal, Que.

PILLOW COVERS
Can. Manufacturing of Novelty, 1 3Boucher St., Montreal, Que.

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Standard Playing Card Co., Chicago, Ill.
U. S. Playing Card Co., Windsor, Ont.
E. Davis & Co., Drummond Bldg., Montreal.

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Menzies & Co., Ltd., Toronto.
Pugh Specialty Co., 38-42 Clifford St., Toronto.
Valentine & Sons Publishing Co., Toronto.

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PRONG FASTENERS
Rivet-O Manufacturing Co., Orange, Mass.

RUBBER STAMPS, STENCILS, ETC.
Fulton Specialty Co., Elizabeth, N.J.

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The Copp, Clark Co., Wholesale Stationers, Toronto.
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McFarlane Son & Hodgson, Limited
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MADE BY
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- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
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Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

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Branches: Chicago, London

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Write us about a window display.

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50 MILLION PEOPLE will see Moore Push-Pin Advertising during this year. Look up your Stock today.



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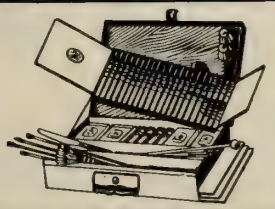
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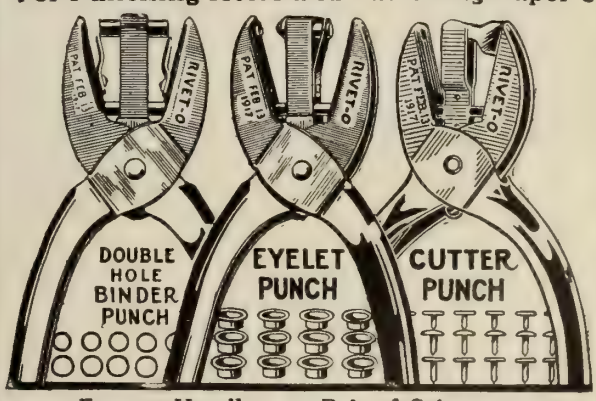
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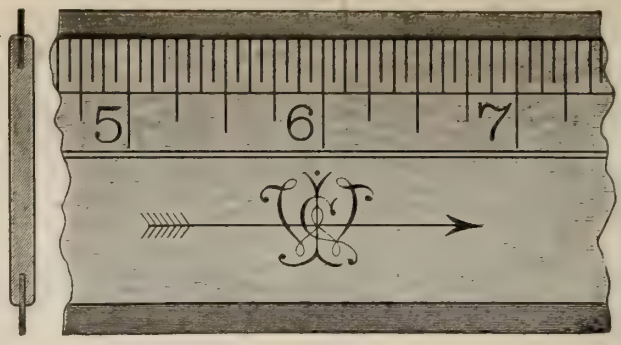
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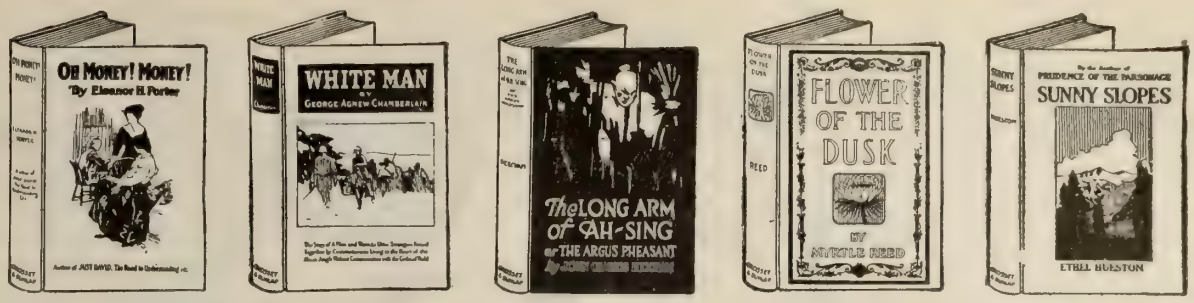
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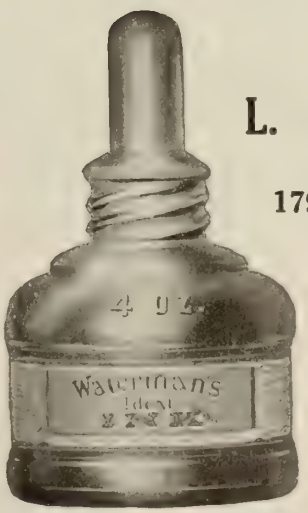
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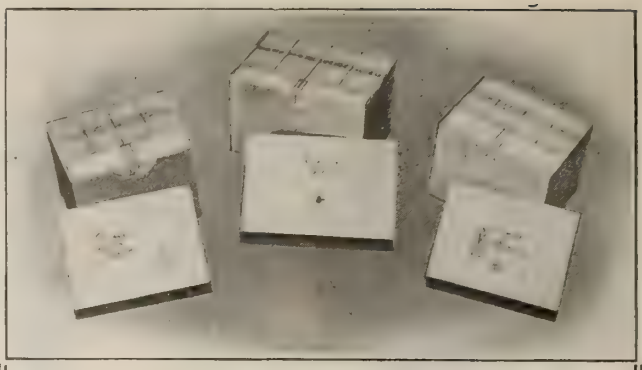
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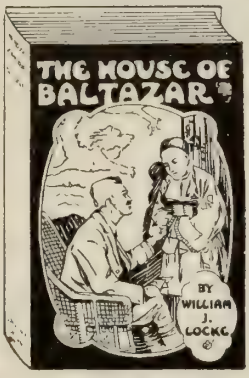
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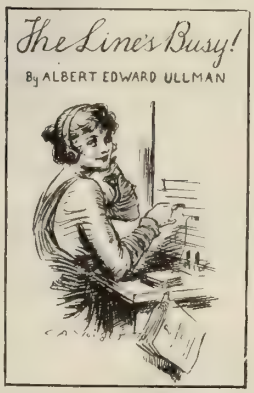
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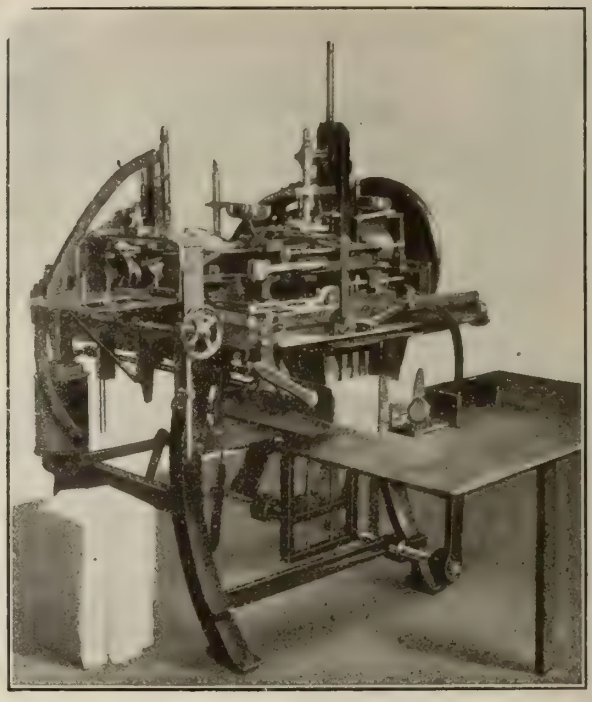
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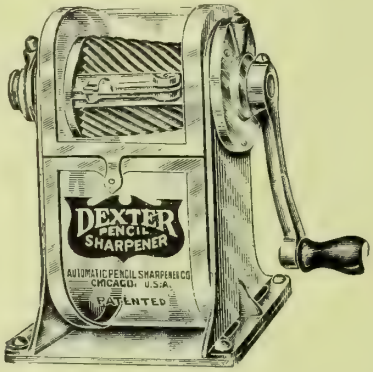
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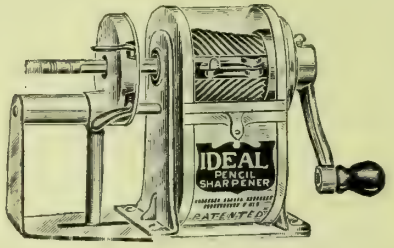
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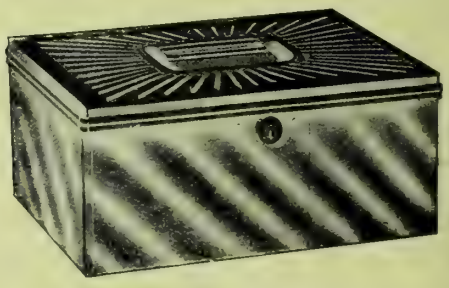
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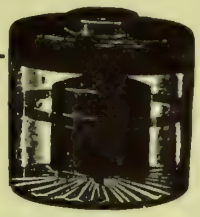
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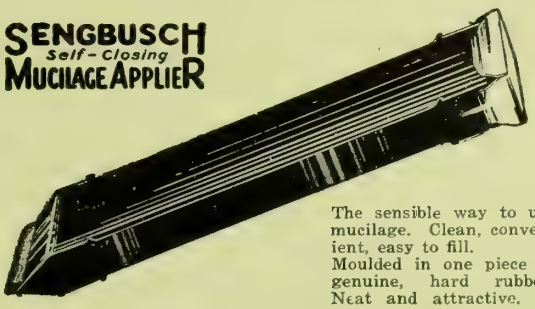
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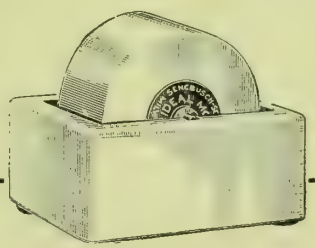
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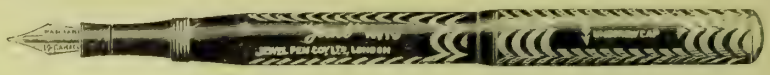
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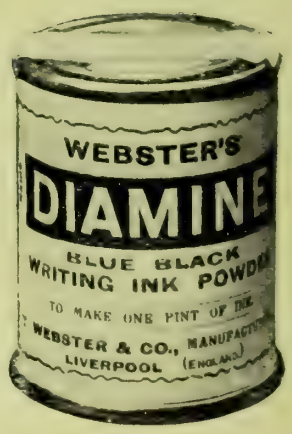
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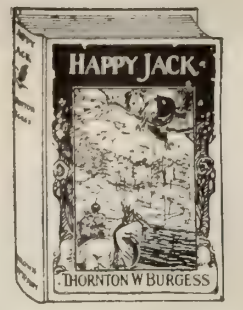
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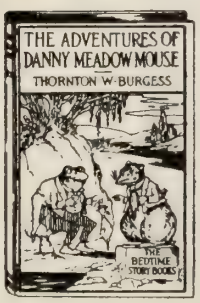


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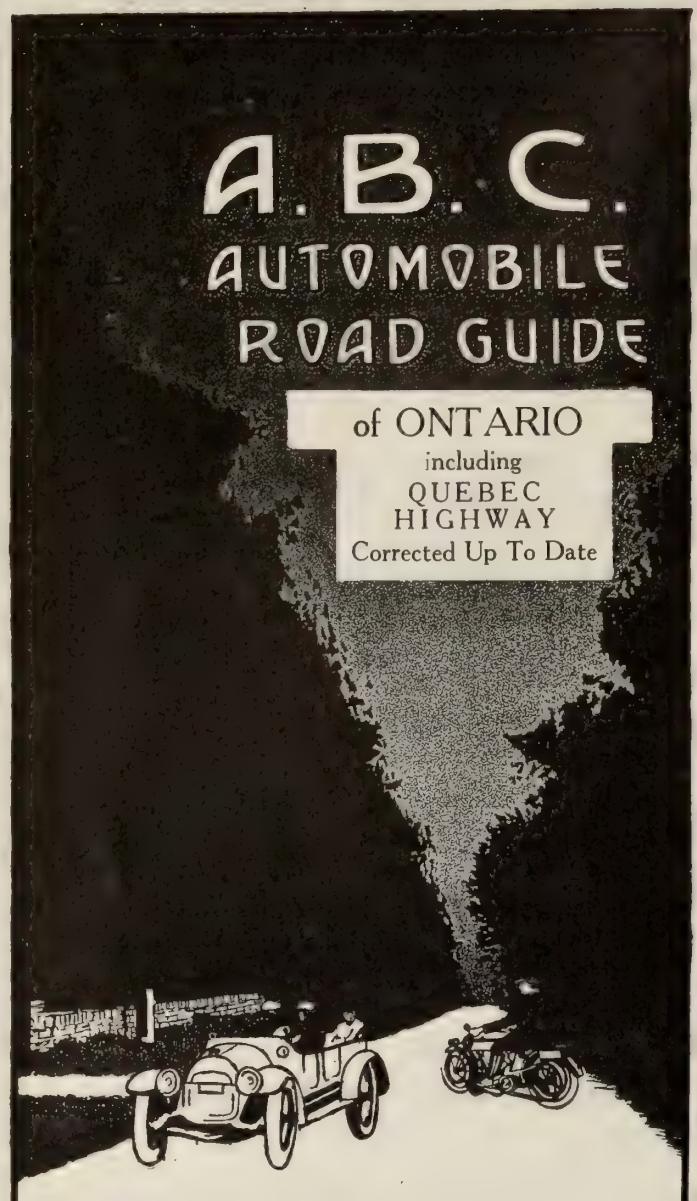
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THE TOY TRADE

IN THIS ISSUE

THE following pages introduce you to important Toy Trade propositions and in the editorial contents of this issue you will find important toy trade articles.

NEXT MONTH

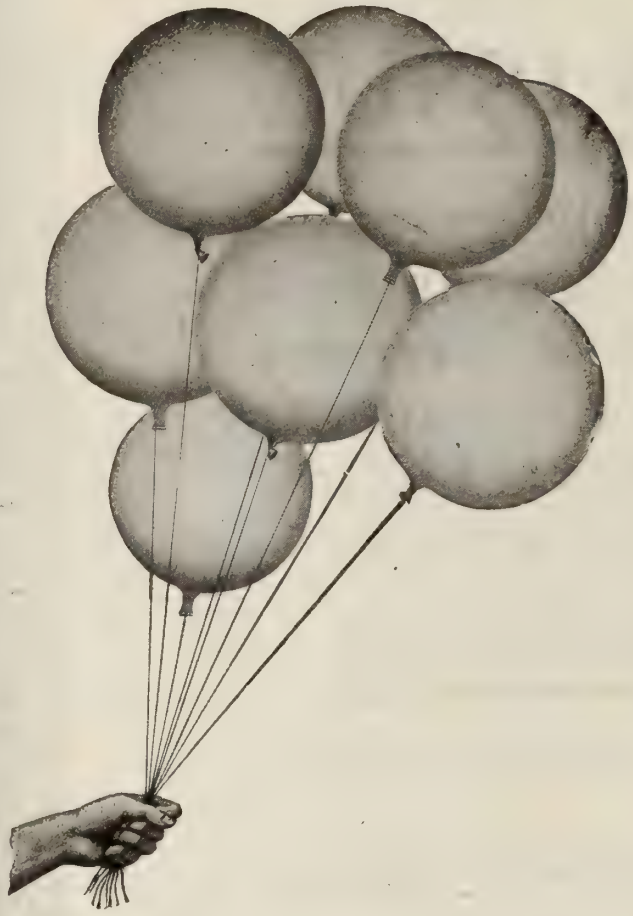
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The Story of the Canadian Toy Industry

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TOY BALLOONS



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Eagle Brand Balloons are made in a great variety of shapes and they are all beautifully colored and decorated. Order a trial supply of these quick-sellers. The profits they offer are exceptionally good.

Jobbers will find Eagle Brand Toy Balloons a worth while proposition—write for particulars.

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REG U.S PAT. OFF

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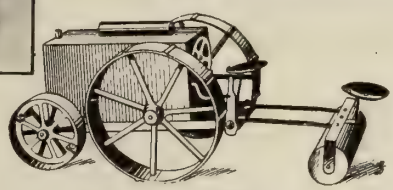
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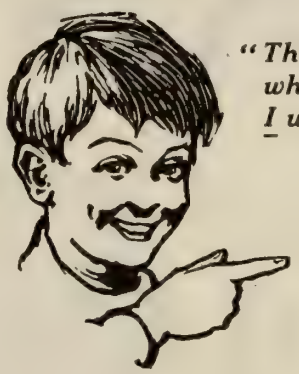
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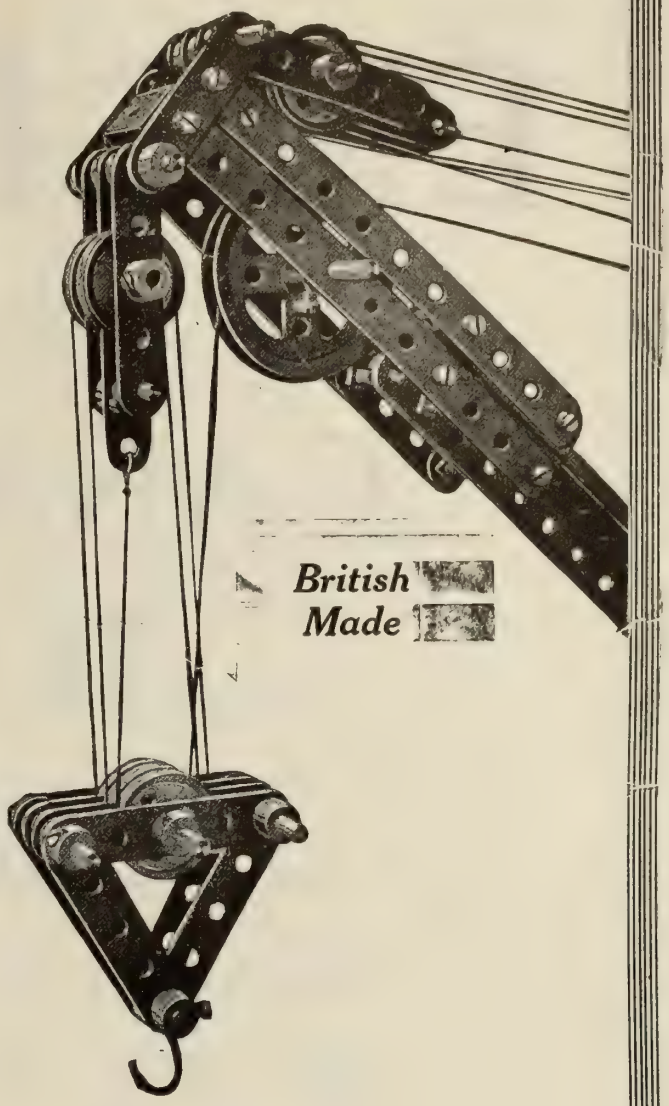
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Toy Engineering for Boys

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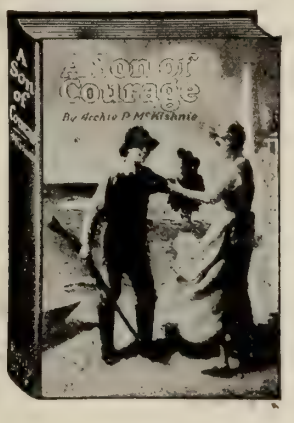
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THE BIG 3

BOOKS OF MERIT

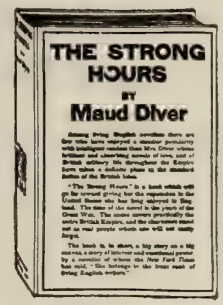
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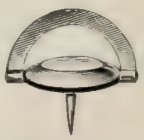
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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol XXXVI. APRIL, 1920 No. 4

IN THIS ISSUE

School Text-Book Relief Coming

Where Do You Stand on Organization?

Plan for Co-operative Trade Exhibitions

Toy Trade Propaganda Defended

School Scribblers Likely to be 10c Each

Retailers' Advertisements Reviewed

Toy Trade Schemes That Pull Trade

A Canadian Book Fair—Why Not?

Best Selling Books of the Month

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ESTABLISHED 1887

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The original liquid cleaner for phonograph records. Makes old records play like new. A 100% article with a 100% guarantee. It improves and lengthens the life of any record and reduces the chance of damage to them by 90%. One bottle sufficient to clean over 250 records.

Sells for 75 cents per bottle.

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A package of one dozen bottles or over only sold at this figure. Write to-day for a carton of one dozen bottles, also ask for my latest catalogue, which contains a list of fast-selling phonograph accessories and supplies.

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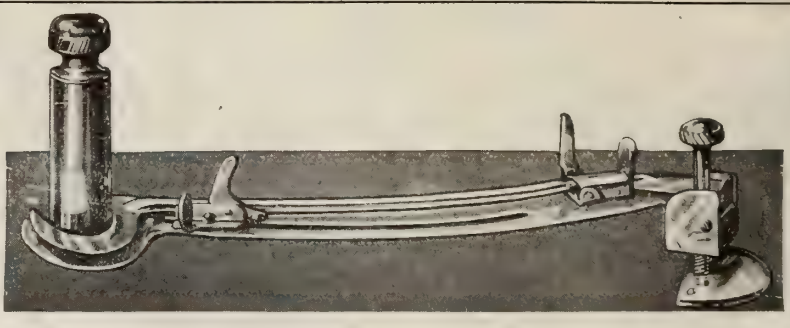


Made in Canada

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Record Albums	**Velvatone Needles**
Fibre Needle Cutters	**RepeatOgraphs**
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Why buy from middlemen when you can buy direct from a Canadian factory? Send us your inquiries on all phonograph supplies and state the quantities required and you will be surprised at the saving you can make, and furthermore, you will have the satisfaction of knowing that your money is employing Canadian labor instead of foreigners.



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The Wilson Phonograph Specialty Co., 503 Builders Exchange Bldg., Winnipeg, Man., Distributors for the Western Provinces.

EDITORIAL COMMENT

ORDER TO SUCCEED CHAOS

THE deep thoughtfulness of some of the new members of the Ontario Legislature is indicated by a remark made by W. A. Crockett, Labor member for South Wentworth, in the House on March 10th. He hoped that something would be done to make school textbooks cheaper. This, in face of the fact that by a policy of "fooling themselves," on the part of the new Government, following a more deliberately planned scheme of their predecessors, school textbooks are now being sold at about half what it actually costs to produce them. Fortunately, as indicated by the reception accorded the deputation of booksellers by the new Minister of Education, and the grasp of the situation which his remarks indicated, there is no likelihood of the irrational attitude of extreme radicals in the House or in the Government, gaining the ascendancy. The school book question has been a political football for years, but there is promise now of a sane and equitable arrangement evolving from the present chaotic state of affairs.

CREDIT ACCOUNTS MUST BE WATCHED

AT present there do not appear to be many indications of lower prices in the majority of foodstuffs nor, in fact, in other lines sold by the retail trade.

But sooner or later we come to the peak when there will be a more or less gradual decline to a normal basis. No one considers for a moment that prices will go back to where they were in 1914. As production, however, overcomes demand, as the demand for certain lines slackens there will inevitably be a readjustment.

Retailers for the above reasons should see that their credit accounts are in good standing. They should, in fact, be careful from now on as to who should receive credit and who should not. Customers should not be permitted to get behind with their bills. If a customer cannot keep his bills paid up now he never will be able to. It should be remembered that many people are spending money to-day on things that are not absolutely necessary, and letting their accounts with their merchants go by. By cutting off some of these unnecessary purchases they will be able to keep their bills paid up to date, but if this is not done, they must continue to let some of these bills stand and they as well as the merchants suffer.

By starting right now to see that all bills are paid when they should be, the merchant will have the satisfaction of security whether declines in price take place to-day, to-morrow or six months hence

VERY MUCH IN THE GAME

BRITISH trade figures for the year past show that British manufacturers are very, very much alive. The fact that both imports and exports reached new high levels show unmistakably that Britishers have been quick to take advantage of the new markets that are open. They are not only doing this, but they are going after more trade all the time, and the prediction is freely made that 1920 figures will far exceed anything that has been handled in the past. Even allowing for higher prices the huge figures of last year's import and export business show that Britain has not been letting any grass grow, and also that British firms got back from a war basis to an exporting basis in remarkably short time. So much is this the case that some nations which were dreaming of world markets are awakening to find out that the markets they expected to get after the war are already supplied, and supplied by British goods.

CANADA'S TRADE INCREASES

AN increase of $103,926,832 in the grand total of Canadian trade for the eleven months of the fiscal year ending February 29, as compared with the same period last year, is shown by the monthly statement issued from the Customs Department. For the eleven months which ended on February 29 last, the total of Canadian trade, both imports and exports, was $2,110,540,504, while for the same period in 1919 it reached a total of $2,006,621,672. The increase in imports during the eleven months' period as compared with the previous year is $77,324,941, and in exports $29,987,794.

EDITORIAL NOTES

BERNARD BARUCH, who was chairman of the War Industries Board in the United States, declares that a decline in the cost of living is in sight, because the world is slowly but surely getting back to work. He argues for the old law of supply and demand to solve the problem and opposes price-fixing in peace times.

THE ENTRY lists for the Canadian Industries Exhibition, to be held in London, England, in June, will remain open but a few weeks longer. A large number of Canadian manufacturers have availed themselves of the privilege of displaying their products to British buyers for the purpose of developing overseas trade. Exhibitors who have secured space are already getting their shipments ready, preparatory to sending them to London.

Where Do You Stand on Organization?

Don't Stand By and Say, "Let George Do It!" Lend a Hand—Put Your Shoulder to the Wheel

CO-OPERATION and organization have become the watchwords of Canadian business life to-day. To a large extent this tendency to co-operate, to form associations of men and concerns engaged in similar lines of business, is a result of the war and of the need it created for prompt and concerted action. The experience thus gained has proved anew the value of interchange of views and also the advantages that come from concerted as against individual action.

Business men now realize, therefore, as never before the benefits they may derive from getting together and threshing out their problems. They are growing willing to exchange views and experiences even with their competitors, to tell how they have handled certain difficult matters and see how other men present regard their action. They find that it pays to be frank and outspoken about such matters and that the merchant or manufacturer who contributes his ideas or facts gets in return at least as much if not more than he gives.

They find that by acting together they can expect their customers to accept necessary changes in method. They find, too, that, acting in unison they can protect themselves against a common danger. Especially have they found that representatives of a trade organization can obtain a respectful hearing from legislators when the same legislators would pay little attention to protest or advice coming from individual members of a trade or industry. This is borne out by the experience of the Retail Merchants' Association, who, on several occasions have been instrumental in modifying projected legislation which they considered affected their members prejudicially. The Board of Commerce has also shown a disposition to listen sympathetically to the representations of the various trade organizations affected by their various orders, whereas little heed would probably have been given to individual protests.

We have seen the stores in many centres cut down delivery service, lessen the number of approvals and returns, minimize special deliveries and reduce C.O.D.s. Similarly, store hours have been shortened, so that not only the merchants, but their employees also have been benefited.

In Montreal, recently, manufacturers and retailers formed an organization to detect and prosecute shoplifters and thieves. In numerous centres retailers exchange credit information so that they may protect themselves against deadbeats.

In this development of organizations cause and effect seem to be curiously mingled. The movement has undoubtedly been aided by a marked and growing change in the attitude of business men toward each other. But who shall say to what extent this change led to the formation of associations and interchange of views or to what extent it has been due to observation or recognition of the benefits which organization affords. No doubt something of both has been responsible, as young men with progressive ideas have come into this, that, and the other concern.

Anyway, the day is fast going by of the old-fashioned storekeeper, who held no converse with his competitors, who either ignored them when he met them on the street or passed them with a curt nod, for when competitors meet as members of one and the same organization they come to know each other, usually to respect each other and not infrequently to like each other.

There are cities and towns where members of competing retail concerns call each other by their first names. They compete for trade just as keenly as ever they did, but it is clean, broad-minded, well directed competition. Each realizes that the city or town is big enough for all its established concerns, and that all have a right to live. Where such conditions prevail business is done on a more profitable basis for all; the public is served as well and probably better than under cut-throat methods, and life is made sweeter and more pleasant for everyone connected with the various stores.

This is all preliminary to the particular point we wish to emphasize and to impress upon our readers, viz., the desirability from every point of view of booksellers and stationers speedily making up their minds to form an organization of their own for the protection of their interests and the promotion of their own well-being.

F. E. Osborne of Calgary, whose enthusiasm in the project will have been noted in our recent issues, again writes us on his return from Calgary after his visit East. "I trust," he says, "this is not going by default as I can see great possibilities of co-operation between publishers, jobbers and retailers for their mutual advantage. Since returning home I have met several of the travelers, and all are agreed that the evils to which I directed attention in your magazine should and could be rectified."

In order to make the scheme a success, however, the hearty support and co-operation of all in the trade is required. It is not sufficient that a few like Mr. Osborne and others who have written us are enthusiastic for immediate action. The rank and file of the bookselling fraternity in Canada must signify their adhesion to the proposition.

It is not sufficient to get your trade paper each month and to read the ideas and articles we are publishing on the subject and to simply say to yourself: "Yes, that is an excellent idea, I hope THEY succeed in carrying it through." You must identify yourself with the project. You must realize that it is in your own interests it is proposed. Let it be "WE must carry it through." You can at any rate do something to further its progress if you would send a card stating your desire and willingness to help. Just think of the encouragement those who may be willing to take an active part in the formation of an association would feel were cards or letters to be received from fifty or sixty per cent. of the booksellers and stationers in Canada expressing their interest in the idea and their wish to co-operate. There is not one among them who would not benefit from the advantages to be derived from an Association, and it is therefore the duty of everyone to at least express his hearty accord with the proposal. It rests with each one individually by his own action either to be instrumental in seeing the scheme started and carried through to success or by his neglect to share the responsibility of allowing it to fall through and remain nothing but an unrealized idea.

Don't address a customer as "Lady." Madam is the proper term.

Don't forget that it does not cost a cent to be a mannerly man or a womanly woman.

Don't make a practice of coming late to business. It's more to your interest to be a few minutes early.

Don't dress dowdily, gaudily or dudishly, but cleanly, neatly and nicely.

Don't wait upon customers with your hands dirty or your finger-nails in mourning.

FILLS GREAT FIELD

Oakville, Ont., March 20, 1920.

I have just returned from a two months' visit to England. Enclosed find my cheque for supply of Christmas book catalogues, which were invaluable to me. I did real good business from them.

I would like to mention also my keen appreciaton of BOOKSELLER AND STATIONER. I don't dare to think what we country retailers would do without it. It is the connecting link between wholesalers and retailers. Best wishes for 1920.

F. W. GRINHAM,
Bookseller and Stationer.

Merge With Retail Merchants

Retail Stationers and Newsdealers' Association of Toronto, With Eighty-five Members, Takes That Step

THE Retail Stationers' and Newsdealers' Association of Toronto, at a meeting on March 18, decided to merge with the Retail Merchants' Association of Canada as the Toronto Retail Booksellers' and Stationers' branch.

Thirteen members were present and all signed up for membership in this new organization. The old association had a membership of 85. The fee was a dollar a year, whereas in the new association it will be $10 a year. At present an active canvass of the whole membership is in progress and it is confidently expected that the majority will line up with the new organization.

This is a development that is most interesting in connection with the efforts being made by booksellers elsewhere in Canada to form a national association for this trade in Canada.

The machinery of organization is available in the Retail Merchants' Association. The fact is that it only means reviving the organization that already exists, but which has been lying dormant during the past half dozen years.

The new Toronto branch will meet to complete organiaztion under the new plan on Wednesday, April 10, and a report of that meeting will appear in the next issue of BOOKSELLER AND STATIONER.

Growth of Greeting Card Industry

Marvellous Growth in Sales During Past Two or Three Years—New Avenues for Promoting Sales

IN the course of a most enlightening address on the greeting card business delivered at the convention of the National Association of Stationers at Richmond, Va., W. H. Webster, after referring to the activities of the Greeting Card Association and its extensive advertising propaganda, spoke of the industry as almost unknown up to a few years ago. Two years ago there was an estimate of nearly three million dollars worth of Christmas cards and greeting cards sold. In 1918 there were over nine million dollars worth sold, and in 1919 over fifteen million dollars worth.

"The contract of the manufacturer in some respect ceases when he has sold and delivered to you a shipment of merchandise the Greeting Card Association feels it has just begun. We believe that our industry, which is merely in its infancy, will be possibly the largest one connected with this association. We have one hundred million people in America. We eliminate twenty-five per cent. for children and foreigners, we have seventy-five million. What if we can educate them to buying on an average of five cards each? It would astonish you gentlemen to know that we haven't to-day facilities for the manufacture of greeting cards to meet that demand, and is it not very reasonable to feel that five per capita is a small average?

"There are many new departures in the greeting cards business. One departure that is very worthy of considering by you gentlemen while you are here is the solicitation of business houses. There are one or two members of the Greeting Card Association who are laying emphasis this year upon that particular part of their business and they have had an enormous success with it. You gentlemen will spend an hour and sometimes a day selling a filing cabinet when at this time of the year there are dozens of people in the towns you live in who want just that kind of a greeting card to thank their patrons for their patronage and favors of the year. It is an astonishing statement to make that the greeting cards business has grown from a small picayune business of practically only two manufacturers eight years ago until we have over sixty today and they seem to be all thriving.

"I heard a discussion yesterday in this room that was interesting from the point of view of window displays and miscellaneous items. I think it is taking up lots of good time to tell you gentlemen that greeting cards are one of the most prominent miscellaneous items that you could use for your display purposes. Yet a dealer will buy a few cards and a cabinet and put it under the counter. A customer will say, 'Have you got some birthday cards?' 'Oh, yes, we have got them. Here they are.' Then they go on about their business selling a bottle of ink or a tablet, when, at the same time, by carefully soliciting that customer they would get three times the volume of business, and, Mr. Chairman, four times the profit. I don't believe it is necessary to tell you gentlemen that this is a profitable business for you. You are all waking up to it, but we come to you for the first time and ask you for co-operation.

"We are going to send to every buyer a house organ once a month, which will be filled with useful hints of the most successful manner of selling greeting cards of all kinds. This bulletin will be filled with papers by our successful merchants on the economic way of disposition of their cards and useful hints on how to secure profitable business for you.

"We have published a little book which we have entitled "Forget-me-not." It has a page for every month, starting with January, with six leaves for birthdays and anniversaries. How many of you remember your best friend's birthday. How many of you when Christmas comes remember one of your old friends who have left that place where you have both lived all your lives and who has gone away and you don't remember to send him a Christmas card, but he remembers to send you one and then you feel like a dirty deuce in the deck. This little book we are going to distribute free and we are going to advertise it in the national mediums, selling it for ten cents. Last night I gave fifteen or twenty to some of the ladies and they said, "It is just what I want, just what I am going to keep in my bag." There are ten pages in the back of the book for Christmas card addresses.

"This is part of a propaganda to create a nation-wide interest in all our customers to use this book freely and to buy more greeting cards. The whole purpose of the National Greeting Card Association is to increase your business, and, incidentally, our own. If you will co-operate with us by either selling them —you can buy them from the association at $5.00 a hundred, $45.00 a thousand—we have published six hundred thousand and we haven't got enough, we are going to print another edition. If you will get one-half of your customers to use this little book you will have no trouble to increase your plant and increase your business, because they are going to demand it from you."

NEWS OF THE TRADE

FINE NEW BOOKSTORE

McLeod's Bookstore, in Sydney, N.S., is now in new quarters on Charlotte Street, near Wentworth Street, in this progressive Eastern city. The new store is roomier and brighter, with more modern appointments than the old one. It might be called the white book-shop, for the entire interior is painted white and the books and their titles stand out prominently. The main locations for the store's goods remain practically unchanged so that Mrs. Jones may easily find the new copy of the fashion sheet she is particularly partial to on the left-hand counter, and Mr. Business Man will be able to drop in on his way from the office and get his "Record" from the same old newspaper holder just inside the door. Christmastide will find the basement fitted up for the display of toys and a number of surprises are in store for patrons during the holiday season according to tips given out by Mr. McLeod.

Don't get excited in times of a rush or any other time; it shows the customers that you are inexperienced and unaccustomed to an active business.

CHANGES AT MUSSON'S

At the annual meeting of the shareholders of the Musson Book Co., Ltd., on March 1, J. H. Charles, who has been associated with the company since its organization in 1901 as secretary-treasurer, withdrew from the board of directors.

The new board of directors are: C. J. Musson, president; Dr. H. A. Beatty, vice-president; F. F. Appleton and A. H. Truemner.

Mr. Appleton was inside manager for some years prior to enlisting and going overseas, and at the termination of hostilities returned to the same position.

Mr. Truemner has been office manager for a number of year, and both these young men are stepping into well-earned promotion. Mr. Truemner succeeds Mr. Charles as secretary-treasurer of the company.

The year just ended has been one of the company's most successful years since going into business.

The University of Saskatchewan has opened its book store and post-office in the basement of the main building. Formerly the book store was in the office of the registrar and the post-office was in the bursar's office. Miss Christina Henry is in charge of the book store and post-office.

"Retail merchants," says Frank Stockdale, "it isn't stores and goods and service you're competing with—it's the brains behind these things."

SO SAY THEY ALL

Moncton, N. B.,
Feb. 14, 1920.

Bookseller and Stationer,
Toronto.

Dear Sirs—Am enclosing $1.00 to renew my subscription to BOOKSELLER AND STATIONER for another year. We could not get along without it.

Sincerely yours,
HATTIE TWEEDIE,
Bookseller and Stationer.

In the U. S. A. a new trade paper going to retail stationers will shortly make its appearance. The new journal will be published by the Adoma Publishing Company, 225 Fifth Ave., New York, the officers of which are: Albert B. Abrams, for sixteen years advertising manager of Geyer's Stationer; Wm. S. Donnelly, who was assistant advertising manager of Geyer's for a period of five years, and David Manley, former editor of the same publication. The new book will be published under the name of "The Modern Stationer & Bookseller"; it will be printed semi-monthly, of standard size, and will feature merchandising articles and news of the stationery trade.

PERIODICAL NOTES

Toronto University will in future publish the "Canadian Historical Review" as a quarterly instead of annually. It will discuss current history and conduct a critical review of current literature.

ENGLISH NEWS TRADE

Booksellers who deal in Old Country magazines of all sorts have been doing a fine business since the end of the war. Thousands of Canadian soldiers got acquainted with Old Country papers during their years of absence and are still subscribing. The result is that the dealers are enjoying a largely augmented business, and they are assisted by the high exchange rate, the Canadian currency being worth so much more in Britain.

Kane, Pa.—The baseball method of teaching spelling has been adopted here in the schools—three words correctly spelled constitute a hit, while one misspelled word is an out and sends the striker to the bench. Booksellers will find that bringing interesting things like this to the attention of school teachers will be appreciated.

FIRM NAME CHANGED

The Westcott Rule Company is the new name of the concern formerly known as the Westcott-Jewell Company. These people are extensive manufacturers of office and school rulers at Seneca Falls, N.Y.

Montreal.—Interests allied with the Howard Smith Paper Mills are taking over two pulp mills on the Miramichi in New Brunswick. Negotiations are under way to secure extensive timber limits as well.

MUST ADVERTISE GOOD TASTE

Advertising of good books must sooner or later be the turning of attention to true literature, rather than the mere turning of attention to anything whatsoever. In this connection it is pleasant to quote the recent little brochure of the Society of Calligraphers: "Should a public demand for books revive, it will be imperative for the society either to quench it altogether—a project which the committee has discarded as visionary—or to take it in hand at its inception and give it constructive shape by forcing upon public attention such knowledge of the more elementary points of good taste as shall make impossible the further prostitution of standards. As the most direct means to this end it is urgently recommended by the committee that the society take up at once the study of advertising." Though this semi-serious report deals with the physical properties of bookmaking, the conclusions deserve equally to be considered by those who are desirous of improving the quality of what is offered to the public as literature.—The "Christian Science Monitor."

"The retail merchant's job is big because he is competing with big stores and big men."—Frank Stockdale.

Our stationery is more than good—more than good form—more than just dainty—it literally expresses a note of originality and of feminine appeal which speeds sales to the utmost.

Suggestion for Window Card.

School Text-Book Relief is in Sight

Favorable Hearing Given Deputation of Booksellers by the New Minister of Education of the Ontario Government—Booksellers' Position is Fully Appreciated

IT WILL be good news to every bookseller in Ontario that there is a very bright prospect of early relief in the school text book situation.

The attitude of the new Minister of Education is that the present situation is as the booksellers themselves put it: "Intolerable," and he gave a most sympathetic hearing on March 24 to a deputation of booksellers, headed by Charles L. Nelles, of Guelph. The other members of this deputation were: Fred Cloke, of Cloke & Son, Hamilton; F. H. Chapple, Galt; B. C. Fairfield, St. Catharines, and F. I. Weaver, editor of BOOKSELLER AND STATIONER.

Mr. Nelles made a most admirable presentation of the case, and it is significant that even before this time the Minister of Education had been in touch with certain village booksellers, making himself familiar with the situation.

He was aware of the real case which the booksellers have and he appreciated that something will have to be done to relieve the handicaps under which booksellers now labor as distributors of school text books.

Following are, briefly stated, the points brought out in Mr. Nelles address and the remarks by the other members of the deputation:

1. Discounts.—Not sufficient to cover cost of doing business.

2. Carriage charges.—Even in goodly shipments amounts to about 10 per cent. of total value.

3. Notification.—Dealers should be advised one year in advance of changes to be made in school text books so as to provide against loss in way of dead stock.

4. Distribution.—In view of the many sources of supply, carriage charges are much greater than if there were some central supply depot.

5. Service.—The public is willing to pay for service. Present condition intolerable to trade, teachers and parents of the pupils. New arrangements should include penalty for non-delivery in specified time.

If the Hon. Minister deems it advisable representatives of retailers will appear at any time to answer specific questions.

Re Discounts (An Actual Case)

Dealer buys 100 primers at 4c	$4.00
20 per cent. discount	.80
	$3.20
Express	.50
Net cost	$3.70

Leaving net profit on 100 books (100 sales) at 30c. Overhead expenses of doing business, minimum, 25c. Discounts should be 25c f.o.b. destination, or 25 per cent. and 10 per cent. if charges paid by purchaser.

We consider that the principle of publishers giving general public 20 per cent. discount off any books, one copy or more, is wrong and is detrimental to retailers.

Re Carrying Charges

Invoice to B. C. Fairfield, St. Catharines (attached).

288 No. 2 drawing books	$11.52
720 No. 1 drawing books	28.80
	$40.32
2 cases	1.40
Freight	2.45
Total	$3.85

Showing that even in large shipments it costs nearly 10 per cent. to lay goods down. (This was a short haul, Toronto to St. Catharines.)

There are too many publishing houses, making number of shipments four times what is necessary.

Notification

Retailers should be notified one year in advance regarding new books or any editions to be revised, then orders can be gauged to provide against dead stock, an inevitable result of present conditions, meaning heavy losses because books become absolutely useless.

Distribution

If books were distributed to trade from a central point, duplication of express charges would be eliminated.

We submit that the book stores are the proper medium for the distribution of school books, and the booksellers are content to handle them on a proper basis. If there is no relief from present conditions booksellers will themselves have to advance prices or cut out entirely the handling of school books.

Service

The great trouble for years that has prevented booksellers from giving good service to the public has been the inability to get shipments of books from the publishers.

An order was given to T. Eaton Co., on January 5 for 100 primers and for 100 First books. The primers were delivered February 15, express charge, 60c. First books delivered March 10, express charge, 50c. Total amount of this order was $10.00.

Gross profits to dealer	$2.00
Express charges	1.10
Net profit to dealer	.90

Readers ordered and paid for in advance on August 1, 1919, were delivered October 15 a month and a half after school opening!

Some explanation of the delay in issuing school readers seems due in view of the half million immense catalogues said to have been distributed by the same firm in the month of August.

BOOKSELLER AND STATIONER learned subsequently from the Minister of Education that in future all school text books will contain a notice, which will appear in each book to the effect that the price of the book as stamped on the cover does not represent its full actual cost and that the difference is being borne by the Government.

There is ground for belief that the Department will propose a 30 per cent. discount to booksellers in future.

SNUFFED OUT

The sequel to the criticism of Meyer's History as recorded in last month's issue is the announcement under date of March 4 that the book has been barred from Alberta schools because it makes no mention of Canada's part in the Great War.

Winnipeg School Board recently decides to supply text books free to all pupils in the public schools of the city. A delay in the proceedings occurred when it was learned that the cost of taxpayers would be about $70,000 annually. Action was deferred until it had been definitely decided just what books are to be used.

That school text books may be supplied entirely free to public school pupils by the Ontario Provincial Government is not altogether an improbability, and booksellers who will prefer that to the present unsatisfactory arrangement are legion!

Speaking of this, Inspector C. B. Edwards, of the London Ontario Public Schools, points out that books form a very small percentage of the education costs paid by parents. He believed that 3 cents are spent for the auxiliaries of knowledge where 1 cent is spent for books.

Secretary McElheran, of the London School Board, however, views with alarm the proposal that school books be free. "There is," he said, "too much paupering through ill-advised philanthropy. Of course, this is my old-fashioned opinion and may not be of any value now."

Children in the fourth book at the public schools require an annual expenditure of $1.50 for books, Mr. Edwards stated. Those on the third book required 50 cents a year, the second book took 15 cents per pupil per year, while the first book pupils needed only 10 cents a year for aids to knowledge.

NEW CARBON PAPER FIRM

A new concern manufacturing typewriter carbon papers in Toronto is the firm of Carrib, Ltd., 561 King Street West.

Among the buyers in Toronto recently was Albert L. Harding, of J. H. A. MacMillan, St. John, N.B

Relationship of Traveler and Retailer

One Aspect That Seldom Occurs to the Average Merchant—Something About the Necessity for Systematic Reading

TRAVELLING salesmen fill one capacity in the relationship between merchant and wholesale house that is very seldom taken into consideration by the retailer, and that is the traveller's service to his house in giving a "line on a merchant" to the wholesale firm's credit man. A merchant's credit should be guarded as he guards his good reputation in other respects, and as the average travelling man is about as good a judge of human nature as you will find anywhere, it is quite obvious that the traveller is in a position to give his house an estimate regarding a retailer that will be most useful in the guidance of the credit man in case of such contingencies as sometimes, perhaps unavoidably, arise, whereby a request for an extension of credit is necessitated.

When sending a first order in from one retailer, the traveller reported among other things:

"He does not subscribe for nor read any trade papers. He says he has no time to read."

Now imagine yourself in the place of that credit man getting such a report regarding a merchant. What would you think of him? How would you rate him in comparison with the merchant who is an assiduous reader of the trade paper?

The fact is that a merchant who confesses that he has no time to read is revealing a weakness that acts against his own interests in the impression of the man to whom he makes such a confession.

Frederick Harrison, in an admirable essay on reading, says: "Man's business here is to know for the sake of living, not to live for the sake of knowing. Every book or paper that we take up without a purpose is an opportunity lost to take up a book or paper with a purpose; every bit of stray information which we cram into our heads without any sense of its importance, is for the most part, a bit of the most useful information driven out of our heads and choked off from our minds. To know anything that turns up is, in the infinity of knowledge, to know nothing. To read the first book or paper we come across in the wilderness of books and papers, is to learn nothing."

This means that to read with maximum profit we should read in the direction of our occupation—that the merchant, for instance, will best use his spare moments by reading his trade journal, which will keep him thoroughly up-to-date in his knowledge of goods, store-keeping, and current happenings.

As a matter of fact a business man of our day, to be a business man, must read. We live in an age of scientific progress and commercial innovation. Every day there are new goods and new inventions; every day there are developments in the methods of store keeping. To keep in the race in so competitive an age an acquaintance with these is absolutely necessary; and how can a merchant make such acquaintance if he does not read; and how else, if he does read, than by reading his trade journal, the book of new things and broad ideas?

In our day success is impossible and subsistence difficult to the worker who does not read and think as well as work. The development of machinery and store-keeping methods has been so rapid and continuous that those "who knew it all" years ago soon find themselves confronted with one of two alternatives—the study and adoption of up-to-date methods, or extinction.

And in this connection it would be well for employers to insist on their



L. H. BARRON
A snap-shot taken at Bombay, India.

salesmen studying their trade journal containing the latest developments in their special branches: "I do the thinking for this store or factory; my employees do the working," say some employers. How silly! Ruskin aptly says: "We want one man to be always thinking and another to be always working, and we call one a gentleman and the other an operator; whereas the workman ought often to be thinking and the thinker often to be working, and both should be gentlemen in the best sense. The mass of society is made up of morbid thinkers and miserable workers. It is only by labor that thought can be made healthy, and only by thought that labor can be made happy, and the two cannot be separated with impunity."

A WORLD TRADE TRAVELER

An interesting trade visitor in Toronto last month was L. H. Barron, returning to England after a trip around the world visiting the trade in many lands in the interests of Harrod's, Chambers,' and other British publishing houses. This was Mr. Barron's first visit to Canada, and to put it mildly he expressed himself as captivated with this great Dominion. He was favorably impressed also by the "one and only" Canadian book trade paper.

It is interesting to record that shortly after returning to the Old Country Mr. Barron intends to embark in business on his own account, booking orders for shipment abroad in connection with which Canada will receive special attention.

He found the Canadian booksellers in a most receptive mood toward British productions, and it was quite apparent to him that there would be increasing business sent to British publishing houses from the trade in Canada.

Mr. Barron has had a varied experience in the book trade since entering it, eighteen years ago. At one time he was London buyer for the largest firm of booksellers of New Zealand, the firm of Whitcomb & Tombs, Ltd., with headquarters at Christchurch, N.Z.

When in Toronto he got into touch for the first time in many years with John G. Oliver, who was a fellow-employee of his years ago in the famous London book house of Simkin, Marshall, Hamilton, Kent & Co.

POINTS IN SELLING

A. W. Shafer, writing in a U. S. trade paper on special sales, sums up the elements of success in every sale in these points:

(1) A distinctive "reason why."
(2) Merchandise to back it up.
(3) Unusual values.
(4) Proper window display.
(5) Good advertising.
(6) Interior display.
(7) Salespeople's enthusiasm.

And in order to take care of all these numerous details,

(8) Careful and far-advanced planning is imperative.

When you are tempted to stock up on some new line of goods, consider the financial cost, but consider also whether you know enough about that line to sell it successfully.

Don't allow dirt or disorder in your stock. Keep store as a good housekeeper would keep house.

About and For Travellers

THE TRAVELER'S INFLUENCE

IN HIS book, "Traveling Salesmanship," Archer Wall Douglas includes these references to the work of the traveling salesman as a missionary:

"In sober truth the traveling salesman is a missionary, though often an unconscious one, in many things. He is naturally in sympathy with progressive ways and methods, and brings to the dealers in the small town the wider vision of one in constant contact with all sorts and conditions of men. His influence in great national questions was well illustrated in the recent war when he was an apostle of patriotism, instinctively so because he could see no other way out.

"So it happens that the traveling salesman is beyond question the most accurate, the most dependable of all observers of the conditions and the people on his route. This is a fact but little realized, and of which as a rule but scant use is made. The knowledge he thus acquires of men and things comes from constant contact and observation, and unconsciously imbues and permeates his entire thought and purpose. He naturally drifts into the habit of endeavoring to forecast the future of his territory from the workings of the daily forces round about him, for in such forecast his own fortunes are bound up. So he is sure, all unconsciously, to become an apostle of progress, though of the persuasive rather than the fiery type, for his teachings are never obtrusively obvious, but rather along the lines of persuasion and somewhat rare advice."

SALESMEN SELECT EMPLOYERS

"'In the old days the only points in which a salesman was interested when accepting a job were the product, price, territory, competition and reputation of the house,' said an experienced traveling man. If satisfied regarding these factors, he figured that the rest was up to him.

"To-day, however, the wise salesman investigates other features. He wants to know what sort of support he will receive. For one thing, he's interested in the question of advertising; wants to know whether or not he'll be backed by vigorous campaigns, and inquires as to the quantity and quality of trade paper advertising." — From H. J. Barrett's "How to Sell More Goods."

DIDN'T KNOW THE HOUSE

On one occasion when making an address before the wholesale merchants of Alberta, W. E. Lord, of W. E. Lord, Ltd., spoke from the standpoint of a retailer on the subject of "The Traveller We Like to Buy From." In his illuminative address he dwelt at some length on the retailers' attitude, and gave reasons why retailers sometimes are not sold. Mr. Lord told how one salesman in particular did not do business with him because the salesman was not thoroughly posted on the goods, and because Mr. Lord, as a retail buyer, stated that he (the traveller), came from a house of which he knew nothing.

Every manufacturer and distributor to the retail trade is under an obligation to his travellers and to the jobbers' travellers if the goods are distributed through jobbers, to the extent that the "house and its products should be made known to the trade." The manufacturer can pave the way for the salesman—and lower selling expenses—by making his house and products better known to retail buyers. The average buyer hesitates about buying goods made by firms who seldom, if ever, come out into the limelight and announce their house and their wares in the mediums which the retailers pay for and read.

He expects to see the announcements of the progressive manufacturers and wholesalers in the trade paper. It influences his buying and keeps him constantly in touch with the best selling arguments about the goods he handles.

CANADIAN TRAVELLERS LEAD

If retail merchants in their stores could speed up sales in some such manner as is done by the National Cash Register Company with its remarkably able selling force throughout the world, there is no telling to what extent the year's turnover in books, stationery and all other lines could be increased. The spirit of competition figures largely in the building up of sales. There are contests for salesmen with worth-while incentives and there is much to be said for creating the atmosphere of a game in the fight for business.

In the present drive, which has already broken all records for sales of cash registers, it is interesting to report the success of several Canadian travellers on the N.C.R. selling force. J. A. Beaver, St. John, N.B., came out top-notcher of all the N.C.R. salesmen in the first seven days of the big prize contest now on. There were 33 in all who got 100 per cent. of quota or exceeded it. Mr. Beaver's showing was 337.0 per cent. of quota. Sixth in the standing was J. Maddi, London, Ont., with 166.04 per cent. Eighth came G. D. Cumming, Kitchener, Ont., with 146.1 per cent. C. G. Layland, Edmonton, was 14th, with 134.7 per cent., and W. E. Wright, London Ont., 19th, with 123.9 per cent. of quota.

FROM INKS TO TYPEWRITERS

The newly-organized Empire Typewriter Co., of which E. D. Twite is manager, is capitalized at $150,000. The incorporators include Sir Herbert S. Holt, who is president, and Huntley R. Drummond, vice-president. Besides marketing the Empire Typewriter, other associated lines will be carried such as ribbons and carbons.

Mr. Twite is well known to the stationery trade by reason of his having sold this trade as a member of the Canadian selling organization of the Carter's Ink Co.

DEALER HELPS

The L. E. Waterman Co., Ltd., Montreal, is noted for the production of artistic yet effective dealer helps, and their new ink cut-out is as attractive as anything produced in a long while. It is lithographed in a number of colors, the detail of the bottles, labels, etc., being reproduced in exact colors. The cut-out is 21½ in. x 27½ in., and the arrangement is such that when folded it is flat, but unfolded it leaves spaces for the bottles to stand in against the background. The result is very effective while taking the minimum of space. This is an interesting addition to the dealer helps that are being provided by some of the manufacturers of leading lines of goods for stationers.



J. A. BEAVER,
St. John, N.B.



J. MADDI,
London, Ont.



C. D. CUMMING,
Kitchener, Ont.



C. J. LAYLAND,
Edmonton, Alta.



W. E. Wright,
Winnipeg, Man.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Yarmouth, N.S.—Vickery's Bookstore in a newspaper advertisement of reprint novels directs alterations to window display. This shows appreciation of the point made in previous issues of "Bookseller and Stationer" to the effect that it is advisable to have concurred publicity by means of window display and newspaper advertising for a certain article or line of goods because such repetition hammers home a proposition and improves the chances of bringing results.

Hamilton, Ont.—Robert Duncan & Co., in a stationery advertisement, included reference to a line of English hand-made parchment papers. This advertisement ended with these words: "May we show you a sample?"

Ingersoll, Ont.—Under the heading of "A Little Bit of History," E. J. Coles & Co., use a space three columns wide by fifteen inches deep, devoted chiefly to the presentation of the story of the origin of wall paper. Readers will recall the story of this development appearing in a recent issue of "Bookseller and Stationer." This advertisement appeared in the Woodstock "Sentinel Review" of Saturday, March 6, and following the story referred to the following appeal for trade was made:

"We are prepared to supply your wallpaper needs from stock and believe that your acquaintance with it, cannot fail to result in satisfactory choice. The wallpaper season is about due—come and examine these lovely productions before the rush begins. Why not come in tonight or on Monday?"

Kingston, Ont.—The College Bookstore does some remarkably good newspaper advertising. A good suggestion for other dealers is afforded by this quotation from a recent advertisement under the heading: "To Lovers of Good Music": "Hear the following big hits as played by the Strand and Grand Theatre orchestras—Patches, Bye-Lo, Hawaiian Moonlight, Dreamy Amazon, Peggy, Bells of St. Mary's, You Know Tonight and Wednesday."

London, Ont.—A book store advertisement giving the telephone number and the name of the employee in charge of the circulating library is a novel one appearing in a recent issue of the London "Echo." It was worded as follows, but appeared in display type:

"In times like these, real bargains are scarce. Here is one you cannot afford to miss "Strong Hours," by Maud Diver, $2. We think the best book of modern fiction we ever read. Phone 300, ask for Miss Morton. She will tell you how you can read it for 5 cents."

Kingston, Ont.—Under the display heading of "The Book of Family Devotion," R. Uglow & Co. used this descriptive paragraph together with the price:

"This new 'Book of Family Prayers and Devotion,' which is issued by authority of the General Assembly of the Presbyterian Church in Canada, is designed to provide devotional aids to worship in the home. Neatly bound in cloth, of convenient size."

This links up with the suggestions given in a recent issue on the advisability of making special efforts to sell devotional books.

Hamilton, Ont.—Books from 85c to $1.75 for 39c are advertised by Robert Duncan & Co., as "An actual feature of our big annual sale."

Ingersoll, Ont.—Murray's Bookstore for "Dollar Day" featured special one-day bargains in books and also chinaware, of which a large stock is carried in this store, which is advertised as "The Gift Shop."

Collingwood, Ont.—Brown's Book and Wallpaper Store, in recent advertising featured "Last season's papers without borders, regular 50c, 75c and $1, at 19c a roll."

London, Ont.—John R. Scott advertised a "Real Book Sale" in a good display announcement in the "Free Press" of March 5. One lot of books regularly 75c, many leathercraft bindings, were offered at 48c, and other special offerings were at 19c, 27c and 38c each. One table of books comprising leather bound poets, Dickens, Scott, Ruskin, Drummond, works on travel, boys' and girls' books, etc.

Toronto, Ont. — Frederick J. Roy, bookseller and newsdealer, 81 Queen Street West, uses small display space in Toronto newspapers advertising books. A recent one featured books about rabbits, poultry, canaries and pigeons.

Perth, Ont.—John Hart, of the Perth Bookstore, pays good attention to his wallpaper department, featuring mouldings, window shades and picture framing as well.

London, Ont.—Dollar specials in books, stationery, French ivory goods, handbags, Ouija boards, and playing cards were featured in the "Dollar Day" advertising of Wendell Holmes, Ltd. Tablets regularly 35c and 40c each were featured at 4 for $1, the dollar special being in this manner applied to many items not priced as high as a dollar individually.

Orillia, Ont.—Smith's Bookstore in a good display advertisement devoted to wallpaper for spring, included this sentence: "Phone 228 and we can send sample books to your home."

Nanaimo, B.C.—Jepson Bros. ran an effective advertisement under the heading of "Nat Gould's Novels," following this up with the following quotation from the "London Times":

"Of Mr. Nat. Gould's novels, more than ten million copies have been sold, and when this can be said of an author there must be qualities in his work which appeal to human nature—qualities therefore, which even the most superior person would do well to recognize.

"They are stories which set you down in an arm chair and keep you there till they are pleased to stop."

This was followed up with a paragraph to the effect that the store had a large selection of Nat. Gould's novels at 35c a copy.

Wingham, Ont.—In a "Dollar Day" advertisement by the Times Book and Stationery Store, occupying almost a quarter of a page of newspaper space, there is, strange to relate, not a single item priced at one dollar. This would seem to discount the effect of the Dollar Day advertising idea, making it a poor rather than a good advertising idea.

Camrose, Alta.—The association of musical merchandise with book and stationery stores is emphasized in the advertising of E. B. Spark, who advertises his business as a book and music store.

VANCOUVER NOTES

Maurice Blainey succeeds Ben Toone in the book department of the David Spencer, Ltd., store at Vancouver, B.C. Mr. Toone is now with the business of the Granville Stationery Co. in that city, who have greatly extended their book department.

David Spencer, Ltd., recently purchased the building of Clark & Stuart, in order to provide a needed enlargement of the Spencer store. Clark & Stuart have secured more commodious quarters for their growing business further along Seymour St.

A flourishing new book and stationery store in Vancouver is that conducted by Benjamin Jones, Granville St.

TRADE ENQUIRIES

Quills.—A London firm, who are large buyers of raw quills (goose and duck) for the manufacture of pens, toothpicks, etc., are desirous of purchasing supplies from Canada.

Paper.—A company trading in the Far East wants Canadian supplies of newsprint paper and paper for envelopes and books. Quotations on samples, prices and deliveries.

RECENT INCORPORATIONS

Windsor Phonograph and Record Co., Ltd. Incorporators: John Kerry and Aime Sydney Bruneau, advocates; Stephen Raymer, agent, and others—all of Montreal. Capital $1,000,000, divided into 100,000 shares of $10 each. Head office, Montreal.

Empire Typewriter Company of Canada, Ltd. Incorporators: Frank Breadon Common, advocate; Francis George Bush and Herbert William Jackson bookkeepers, and others, all of Montreal. Capital $150,000, divided into 1,500 shares of $100 each. Head office, Montreal.

Selling Ideas for Stationers

WHAT proved to be an excellent and trade-drawing display, and one of the best which they have yet exhibited, was that made by Phelan's, Montreal, prior to St. Patrick's Day. This window drew wide attention.

Of course the color scheme was green and white. And Mr. Phelan made appropriate choice of a shade that was effective as well as pleasing.

The central feature was the historic harp, and this had been cut from beaver board and delicately tinted with harmonious green, and this again was shaded. Standing full size in the very centre of the background—but about four feet back from the glass, it served to beckon the onlooker to closer range. This revealed, in detail, the song books, cut-outs, cards, etc., which were shown.

The use of wood rods or poles, about one and a half inches in diameter, and reaching from the floor of the window to the ceiling, covered with green crepe paper, served to set off the window to excellent advantage. Between these rods white crepe paper was suspended, twisted in augur-like fashion. With suitable interspersion of green and white throughout, a window of real merit proved the value of linking up, well in advance, with the natal day of Ireland's Patron Saint.

LET PEOPLE "FEEL" THE GOODS

Here's a little tip worth thinking about. It is a remark made by J. R. Buyers, a merchant in Oakville, Ont.:

"If I could get everything out where the people could lay their hands on it I would increase my business by an almost incredible percentage. It is the 'feel' of an article that gets a person."

"WE CAN GET IT FOR YOU"

How can you sell goods if you haven't them in stock. True, you can recite that old one: "We can get it for you," but people get tired of hearing that phrase and it shouldn't be overworked! Even though an article does not sell every day or even every week it is well to keep it on the shelves or in the store room. There is nothing that hurts a man as much as to be always 'out.' It is poor business for a man to buy a quarter of a dozen of something when he should buy two or three dozen. It does not pay, of course, to have too much left on your hands, but this can be avoided by watching the stock closely. Anyway, it is better to have too much than too little as long as due care is taken that the stuff does not go to waste.

PHOTO DEVELOPING SERVICE

In considering the prospects of your photo developing and printing department, try to give people the very best work you possibly can in finishing and developing. If a man does not turn out good work for them his customers will mighty soon go somewhere else. It is all right to catch the transient trade, but it is the regular trade that holds up a business and the regular trade must, therefore, be catered to.

A SUGGESTION

Have one of your clerks specialize on business books. Get the business men to know him personally. It will increase your sales.

And the first thing you know he will be making good suggestions about increasing business or saving money in your business.

Business reading is just as valuable to you as to any other business man. Don't forget that.

Hang Goods From Ceiling to Avoid Congestion

The small store is frequently a handicap to booksellers and stationers, and it is advisable to turn every inch of space to the best advantage. This drawback can, to some extent, be overcome by stringing wires overhead. From each wire hang small articles. Thus shown off the attention they get is even better than if displayed in a show case. The display, if anything, adds to the appearance of the store and gives the customer something to look at while in the store.

Color Effect in Window Displays

Some Hints About the Harmonizing of Colors in Connection With Decorating Windows So as to Produce Effects

WHILE red is by all odds the color with the greatest power of attraction, it should be remembered that red is distinctly a cold-weather color, as pointed out in an article invaluable to window trimmers on this subject of color harmony appearing in Dennison's "Bulletin."

Red contrasts well with green or colors containing green and harmonizes with the russet colors. It looks well also with white, orange, gray and dark green, but these four colors should be sparingly used. Never use red as a basic color in summer.

Pink is at its best as a basis in combination with white, nile-green or light blue. When white goods are to be displayed a pink background with nile-green trimmings makes an excellent decoration. Pink gives a sense of coolness and is decidedly a summer color.

Yellow harmonizes well with green and its combinations with white are very good. It is an excellent fall color.

Orange harmonizes well with objects of a maroon, green, red, blue, gray or white color. Contrasting color to use with it in trims may be black or olive-green. It is distinctly a fall color, as is also its near neighbor russet.

Purple with gold makes a rich combination. These two colors should only be used in decoration for fine goods of handsome appearance. Purple may also be used with dark red, dark green, orange, brown, white or rose.

Blue is a good summer color if not too dark. It looks well with white, gray, black, golden brown and orange. It is essentially a soothing and a real vacation color.

Green is another summer color if used in the light shades. It goes well with red, white, orange, purple and brown. The strongest contrast is made with crimson and the best harmony with yellow.

Gold as a basic color is not used very often. While it harmonizes with nearly all light colors, effective display can only be made with pure white. It contrasts with all dark colors, but looks its best with a solid rich purple, a pure full green, a dark intense blue, black, or medium dark brown. It is distinctly a late fall and winter color.

Black or white are, as a rule, objectionable as basic colors. White contrasts with black and brown and it harmonizes with gold, gray, and buff colors. Good combination colors are pink, blue, yellow and orange.

It is well to remember that the back ground of a window display is solely for the purpose of limiting the view, that the observer's attention may be centered on the display. The decorative effect needed is either a design or trimming to relieve the bareness. The background gives a finished appearance to the exhibit and in a measure gives additional "circulation" to the display by attracting attention from persons in or across the street. The background should never become so overelaborated that it has a greater force than the goods on display.

SELL GOOD PAPER

The paper business men use for their letterheads is only one of the factors involved in the question of good correspondence. But it's the finishing touch that gives the first impression to the recipient when he unfolds the letter.

That's why careful business men don't slight the question of the letterhead. They feel that a well-thought-out and well-expressed message deserves a good letterhead.

These are thoughts that the stationer should keep in mind in selecting the paper for the letterheads he uses himself, and it is good subject to use in promoting sales of better papers to customers. The advertising value of letterheads and the natural tendency of people to judge a concern by the impression made by the letterheads used should be impressed upon all customers. The resulting sales of greater quantities of letterheads on high grade stock will help to an encouraging degree to add to the volume of total sales.

MANIFOLD PAPERS

Manifold papers for use in office for filing purposes can be sold readily by stationers. To promote their sale, here is a suggestion that dealers might use in their newspaper advertising of this line:

"The stenographer saves time with a manifold paper that can be manipulated in the typewriter. She does not like a woody, brittle paper that cracks and breaks in handling.

"The file clerk desires a manifold paper strong enough to stand on its own feet instead of getting weak in the knees and collapsing into a scroll, and tough enough to hold instead of breaking out from its clips and staples."

IMPROVE DISPLAY

Speaking of the sale of miscellaneous items in stationery stores, E. Y. Horder, who operates a chair of stationery stores in Chicago, referred to the poor window display of miscellaneous items that are ordinarily made and stated that in his opinion prices should always be shown. He drew a comparison between window displays of English stores and those in America, and then called attention to the fact that the five-and-ten-cent stores are getting much of the business in miscellaneous stationery that should go to the stationer.

A POINTER

Five years ago the call for alphabetical vertical file guides was nearly always met by the average stationer with the furnishing of manila guides, which are at best only suitable for inactive or transferred records. Soon, however, the progressive ones found that pressboard guides at four times the cost gave ten to twenty times the service of manila guides and recommended them accordingly. To-day, according to manufacturing records, there are made as many pressboard guides as manila, whereas five years ago the proportion was five to one in favor of the manila. The inference is plain.—Walden's Stationer.

NELLES' GOOD PLAN

Guelph, March 11, 1920.

Editor Bookseller and Stationer:

Sir—I have a plan to suggest to the wholesale and retail trade that, if worked out in the proper spirit, should be the means of increasing business for the former and enabling the latter to meet together, combining business with pleasure.

Have the jobbers and wholesalers, such as Copp, Clark Co., Warwick's, Ryerson Press, Musson's, Oxford, McClelland's, and all others who make a special spring display, agree on say the first ten days in March, to have their lines on exhibition in Toronto, either in their warehouses or at hotels, in place of the present indiscriminate dates that each have of asking the trade to go to see them.

If this were done more outsiders would attend, as they could make one trip cover the whole lot and see three or four firms a day, possibly curtailing the expense account by some arrangement between them as to the settlement with the buyers.

Then, again, the retailers could devote say two of the days for a meeting in the evening or daytime, forming an association to try and better all arrangements that now are worrying the bookseller.

Men from all over Canada would make this ten days their annual trip, and with all the lines open for their inspection, it would expedite a great deal of their work with the different wholesalers.

The travellers could announce to the trade that they would be in during this exhibition, and sooner or later it would become a business proposition to visit the wholesalers at this time of the year to do the buying for the fall season.

It would also provide an opportunity for the retailers to get together and talk over trade difficulties and see what could be done between the wholesalers and retailer to remedy some of the things that are bothering everyone during these strenuous times.

Let me hear what both have to say in regard to this suggestion. Those I have approached seem to think it would be a great opportunity. Write "Bookseller and Stationer" your views, retailers and wholesalers, and possibly a good thing will turn up for everyone. Yours truly,

C. L. NELLES.

STANDARDIZE SHAPES AND SIZES

Following is a quotation from the report of the committee on paper and envelopes as presented at the recent convention of stationers of the U. S. at Richmond, Va.

"The great benefits gained by the retail stationers from the reduction in the number of styles and thicknesses of blank books, and from the elimination of certain numbers of pencils, pens and rubber bands, lead us to believe that it would be equally beneficial if similar reductions could be made in the number of weights, sizes and grades of envelopes, if certain numbers of typewriter paper could be eliminated, and if the number of shapes, sizes, and colors of fancy papers could be kept down nearly to the basis reached during war times. The consumer in each case would easily adapt himself to these changes, the retail stationers would not be burdened with the necessity of carrying such a large variety, and the manufacturer would pass on to both retailer and consumer the price reductions possible as a result of the large increase in the volume of production of each of the smaller number of styles.

"We regret that it is impossible for us to make definite recommendation, but we must leave these suggestions for the new committee with confidence that the manufacturers are ready and anxious to cooperate with the retailer in every move of this kind."

The conditions thus dealt with apply to Canada as well as the U. S.

ASK YOURSELF—

Do I feel every drop of blood and every fibre in me tugging away at my ambition, saying "Amen" to my work?

Am I backing up my chance in life in every possible way, or am I sliding along the lines of least resistance?

Am I keeping myself fit to do the biggest thing possible to me every day of my life?

Am I working along the line of my talent, or am I getting my living by my weakness instead of my strength?

Am I strengthening my weak points, making my strong points stronger, and eliminating the things which are keeping me back, the enemies of my success?

Do I decide things quickly, finally, or am I forever on the fence, fearing to make definite decisions which I cannot reconsider?

Have I the initiative which begins things without being told to; which does things without waiting for others' instructions?

Do I dare to attempt the thing I instinctively feel capable of doing, and I know that I ought to do?

Have I the courage which dares to branch out in an original way, dares to make mistakes that may humiliate me if I should not happen to succeed?

Do I try to develop that bigger man back of the smaller man I am, by obeying the God-urge that ever bids me up and on to greater endeavor?

If you can answer the above questions in the right way, you will bring out a hundred per cent. of your ability instead of the fifty per cent. that the majority of young men are content to develop; you will attain your ambition and be what you long to be.—"Success."

It's the "Different" Scheme That Pulls

So Says Manager of the Toy Department of a Big Store in Montreal

DOING things differently. That is an important factor in the development of the toy department of Goodwin's Ltd., St. Catherine Street West, Montreal. Doing things differently than one's competitor.

Does it ever occur to some that the very fact of being an initiator is as a tonic when one is not hungry? It serves to get one out of a rut if he has been unfortunate enough to get into one, and if not, keeps one from falling thereinto.

"We believe that we have always been leaders in the matter of the Santa Claus idea at Christmas time," said Mr. Fletcher, of the toy department, in speaking with "Bookseller and Stationer." "And it has worked out well. Last year our toy sales were very heavy; I believe that our business was almost doubled. Saturday afternoons the department was crowded so much that there was practically no room, and we had to have a very large staff to handle the business. Santa Claus was here in the afternoons and spoke to the children, and it was a fine success."

Came in Aeroplane

But this idea of Santa Claus was not new. That goes without saying. It was the manner in which the idea was put across—that "doing things differently" way, and which usually wins, whether carried out at Goodwin's or somewhere else.

The ambitious feature of the Santa Claus' stunt last Christmas time was that of arranging, beforehand, for the arrival of the Children's best friend at that time of the year, by aeroplane—real aeroplane, mind you. Ambitious as was this idea, and costly as it must have been, if crowds were any indication of the success thereof then success it was.

Due announcement had been advertised in the daily newspapers for many weeks. Lettergrams (or better, "Aerograms") were announced daily, denoting the progress of old Santa from his northern abode. Interest deepened and excitement intensified on the part of the little tots as the glad day of Santa's arrival drew near. It is safe to say that the first page of the evening paper that was read on the street car by all juveniles who could read, and by many who could scarce claim any juvenility, was that page on which these "Aerograms" were to be found.

The Hour Arrives

Then came the day. The hours wore along—how long they were for the wee folk? The rain began to fall, impatience was evident on the big field which was shortly to receive the dear old Santa. "He comes." "There he is." And cheers went up, only to increase as the wee speck grew, and the whirr of the propellor and the engines became audible. It was a sight for a historian to witness the expectant faces, the craned necks, the big eyes of that mass of boys and girls. And, as he hovered over and gracefully landed, piloted right to the centre of that waiting crowd, which had been held back by an array of pclicemen, a mighty cheer arose. "There he is," burst from wee throats as a real, red-garbed, fat and smiling Santa buoyantly stepped to the ground, welcomed by His Worship Mayor Martin. And then, off he was whisked in a waiting automobile to the store, the crowd following.

Speaking of "their" Santa Claus, Mr. Fletcher said that they believed many of the juvenile patrons who came to see him looked upon him as the "real" thing, other Santas which were elsewhere encountered being considered his brothers. So much, again, for the value of the initiative suggesting this ambitious aeroplane stunt.

It is worthy of note, too, that Santa's headquarters were prepared in advance. These took the form of a real miniature castle, erected at much expense over the busy street and attached to the front of the store with pinnacles, minarets, and all the castle "frills" that might be looked for. In this white painted castle, with red lights, queer little windows, well-executed icicles, and other effective extras, Santa waved, after a given hour, to the kiddies (there were scores of them of the grown-up order, too), and his appearance was ever the signal for renewed interest or excitement, even.

The boating season is still many weeks away. However, Goodwin's have anticipated the probable demands for boats, canoes, skiffs, etc., and "we have already sold a large number," was Mr. Fletcher's comment. This was in mid-March, and it was pointed out that the disappointments that some experienced last year were evidently such as to suggest early buying this season.

The manner of stimulating sales on these boats and canoes, supplies an added case in point to illustrate the "doing things differently" idea. Rather an ambitious idea, too, though not a costly one.

A space in the basement(where the toy and sporting goods departments are located) has been set aside for the purpose of erecting or building a water tank. This is some 36 feet long and probably 16 feet wide. The water is shallow, not over 2 feet in depth, and the galvanized-lined enclosure, when painted with green paint, gives the water a most "teasing" appearance. It just suggests "get in the swim, buy a canoe and paddle—and buy them to-day."

The boats or canoes are placed in this tank and there is room enough to fully demonstrate the "set" of either boat or canoe to the satisfaction of the buyer.

In the busy toy-selling season there is no greater interest, and probably none so great, as that evinced in the demonstrating enclosure where all mechanical toys are being operated. A constant stream of kiddies, lads and parents, as well as uncles and aunts, keep this spot warm. It is the selling idea, indeed, for all mechanical toys that are disposed of, and several attendants are constantly employed in keeping these demonstrations going. It works overtime so to speak.

NEW PICTURE BOOKS

A new line of merit for beauty of get-up and excellence of color work, together with the fine work of artists and writers in their understanding of children's likes and dislikes, is Gale & Polden's "Fairyette" Series of picture books and their "cut-to-shape" picture books. Other good items are the dainty little "Wee" books and the new Birthday story books, written round "Monday's Child is Fair of Face," etc.

A TOY STREET

Toy models of buildings that, when placed together, form a street, are novelties offered by Watts Bros., of Manchester, England, in their line of Pelican toys. There are also houses with roof gardens and others such as dolls' beds in Jacobean oak and fumed oak. The line is being shown at the British Industries Fair in London.

GROWN-UPS CARRY DOLLS

It is reported that members of the smart set of London and Paris have taken to the practice of carrying dolls when out of doors, and the new fad has also hit Fifth Avenue, New York, to a limited extent. It is to be hoped that Canadian young women will have better sense than, like sheep, to follow in the footsteps of these others, but if they do it will at least widen the sales of dolls and perchance enable dealers to realize some fancy prices.

JAPAN OUTCLASSED

Japan's competition is not considered of great importance in the toy trade by British manufacturers, of wooden toys, small celluloid dolls, animals and low-priced novelties comprising the field in which she is considered able to succeed. British manufacturers point to the marked inferiority of Japan's metal mechanical toys, with the statement that "the springs and putting together are so bad that they break after a few moment's use. They do not fear this competition, but look with apprehension at the extraordinary improvement made in recent years in the better grades of mechanical and constructional toys and dolls on this side of the ocean."

With Germany temporarily out of the running on account of the shortage of raw materials for the manufacture of dolls and "soft toys," the United States has become the chief competitor in the manufacture of many lines of toys.

Great Opening for Canadian-Made Toys

Canadian Toy Makers Have Opportunity of Their Lives—Important Factors That Must be Observed

THAT there is ample market here in Canada for toys of Canadian manufacture, and that the Canadian stores will buy them, and furthermore that they will guarantee to sell them and buy more, is the opinion of E. D. Fletcher, manager of the toy department of Goodwin's Ltd., St. Catherine Street West, Montreal. In discussing this matter with Mr. Fletcher, "Bookseller and Stationer" was impressed with the fact, as pointed out by Mr. Fletcher, that there is a sufficiently wide field in Canada for toys made here, and that, other things being equal, such goods will be bought here and the home manufacturer favored.

"It is a matter of price and quality. No matter how much may be said to the contrary, prices talk. A given line of toys must be produced at a price which, when profit is added, will be paid by the consumer." "Quality," continued Mr. Fletcher, "is naturally an important factor, and this must always be given consideration, and the better quality toys will sell."

Great Room to Expand

There is plenty of room for expansion of the industry, in Mr. Fletcher's opinion. "As yet very few toys have been made here, as far as we have been able to see, and yet, what have been offered have sold well. We had a line of wood locomotives last fall that sold splendidly, in fact we sold all we could get and could have disposed of more had it been possible to get them. The manufacturer had to turn these out by hand and his quantities were therefore limited. He is now planning to expand his plant so as to make them in quantity. This, of course, will increase the output, and the unit cost will be cut down. This is an important thing that should be kept in mind by the manufacturer.

"Another toy that we sold many of was a coasting attachment for use with roller skates. The boy attaches his roller skates and this little attachment is so made that he could sit on a little seat placed in the centre, holding to the top end of this toy by means of a crosspiece handle arrangement. Starting at the top of an incline the lad can enjoy a fine time, the base of the attachment being fitted with ball-bearing casters similar to the roller skate wheels."

The Electrical Field

There has been great expansion in the electrical toy field, and in this direction there is much room for expansion still. "People will pay the price for a good electrical toy, but they must be told the value of the toy and a thorough explanation or demonstration made of what it will do. If it is really useful, well made, and likely to wear, many will buy these toys. We have sold many electrical trains starting at $11 or $12, and some of the electrical toys run as high as $25 or even more."

The above observations of Mr. Fletcher are interesting and instructive. Particularly pointed are they at the moment when so much is being written and so much said regarding development of the electrical field, for nowadays boys are eager to learn the art of using their hands and their heads. They want to be creators of ideas, and, if given half a chance, they will deliver. Herein lies, therefore, a great opportunity; that of manufacturing such mechanical electrical contrivances as will be instructive and at the same time interesting. Canada is well equipped to manufacture such lines here, electrical development having been very marked in other directions. If the opportunity is taken to manufacture these toys now, while the mind of the child and the parent is susceptible, then great benefit can be reaped and a future is assured.

"We sell," said Mr. Fletcher, "a great many of the steel structure outfits; they have been very popular, and in these the trade is largely with the growing boys."

If the demand for these builder outfits is increasing as it is from year to year, there is naturally great room for expansion of the "toy that moves"—in other words, for the electrical toy.

EXPORT TOY TRADE

Excellent opportunities for Canadian manufacturers of toys and sporting goods to develop remunerative trade in the United Kingdom is reported by the Department of Trade and Commerce. Cricket bats, skittles, nine-pins, building blocks, motors, engines, trains, lanterns, lead furniture, tin dinner sets, and all kinds of wood-turned toys are in demand. The opinion is expressed that Canadians may not be able to compete in the cheapest class of trade, but for slightly higher grades, a good market should be easily developed.

AEROPLANE GUN

A new type of gun for kiddies is called the aeroplane gun, which is used to give the toy propelling power, not to bring down the flyer. The gun is made the same as any ordinary air rifle except for the fact that the entire length of the gun has a slit that runs from the trigger to the nozzle.



Here's a good window display idea for advertising the combination toy books and phonograph records for children that are so popular in the trade at present. Put a real boy and a real girl in your window and see how it will add to the effect of your window display.

Watson Griffin Defends Department

Toy Industry Propaganda and Toy Shows Under Department's Auspices Were Highly Beneficial to Toy Industry of Canada

WATSON GRIFFIN, superintendent of the Commercial Intelligence branch of the Department of Trade and Commerce, when interviewed in Toronto by "Bookseller and Stationer" on the Canadian toy industry, gave a most interesting resume of the efforts of the department in helping new concerns to enter this field as well as assisting existing firms to strengthen their establishments by taking advantage of the help afforded by the department in collecting various German toys that had found a ready sale in Canada before the war, besides toys made in the U. S., to provide suggestions to Canadian toy makers and those who contemplated entering this field of industry.

Mr. Griffin's activities culminated in the toy show of 1916 in the newly-erected Royal Bank building at King and Yonge Streets, Toronto, and it was a magnificent show of goods.

That exhibition was also the means of bringing men with money to invest in touch with practical men lacking capital to carry out their manufacturing plans. This first show was followed by a still larger one in connection with the Canadian Industrial Fair in Toronto in the following year.

The efforts of the department were also directed toward getting the co-operation of the various women's organizations throughout Canada to actively support the "Made-in-Canada" toy campaign. This had been of untold benefit to the struggling industry.

Many large manufacturing concerns were induced to manufacture toys as side lines, in many cases utilizing what had been waste material before.

As to the criticism frequently heard that the results of the department's efforts along this line had been negligible because of the many mushroom concerns that had had but short-lived careers, not being able to weather the adverse conditions besetting the toy-making industry under handicaps existing in this country, Mr. Griffin said that that was an inevitable state of affairs no matter what varieties of manufactured goods were concerned. Failures were bound to occur in the case of concerns not properly conducted, but that success had attended the efforts of those Canadian toy concerns that were efficiently conducted was amply proved by the enormous increases in the total of toys made in Canada, even to the extent of large and rapidly-increasing volume of Canadian toy exports abroad.

To Celebrate 250th Anniversary

Manager Robinson of Book Department of Hudson's Bay Co.'s Store at Edmonton Tells of Interesting Celebration

ELFORD E. Robinson, head of the book department of the Edmonton branch of the Hudson's Bay Co.'s store, when in Toronto on a buying trip recently told "Bookseller and Stationer" of the interesting event to be celebrated by that famous merchandising concern, being the 250th anniversary of the organization of this company that fills such a large place in the early history of Canada, especially the great Northwest territories.

Pageants will be held in Winnipeg, Calgary, Edmonton, Vancouver and Victoria. Events in the history of Canada and the Hudson's Bay Company during two centuries and a half will be symbolized by floats and other displays. In Winnipeg it is planned to have a river pageant in which Indian tribes will take part, and arrangements are being made for a meeting between the Indians and Sir Robert Kindesley, governor of the company, as an impressive carnival closing.

Outlying communities in British Columbia, whose life and records have been closely associated with the growth of the company, have been asked to co-operate with the Hudson's Bay officials in making the pageant unique.

Louis E. Wilson, of the company's London office, has been in the five cities mentioned, meeting representatives of different organizations and outlining plans for this great celebration.

George Sewell, manager of the book department of the Vancouver store of the Hudson's Bay Co., and Miss Labitzky occupying a similar position in the Calgary store, were in the East on a buying trip at the same time Mr. Robinson was in Toronto.

School Scribblers Likely to be 10c Each

Paper Costs Mounting Higher—Will Affect Many Products Sold in Stationery Trade

IT becomes increasingly evident that this year is going to see further and very decided increases in the price of paper made from wood pulp. This is not restricted to newsprint, but includes other of the rougher grades of paper, and included among these are a number that affect the stationery trade, as, for instance, that big selling line—school scribblers. The covers, as well as the stock in the books, are costing so much more that it is not at all unlikely that ten cent scribblers will become the rule by force or circumstance.

Wholesale stationers say that they have not been guilty of failing to warn the trade of this price tendency. Their travellers have impressed upon the trade the advisability of anticipating future requirements by buying ahead as far as they could manage to do so, but in most cases these warnings were unheeded, the dealers cloaking themselves in a false security and refusing to take seriously the prophecies of the big price advances that are apparently imminent now.

To say that Canada's wood pulp industry could be enlarged is to repeat a trite remark. It is especially important in these days of paper shortage when restrictions have been placed and more are likely to be placed upon the shipment of wood pulp into the U. S. from Canada. Authorities in Canada claim that they intend saving for themselves only enough for their own uses, and when it is stated that one great American daily uses more in one day than all the papers in the Dominion used in three days, it may be conceded that their need is comparatively small.

Naturally, Canadian mills are opposed to the shipment of the raw material to the United States for manufacturers there, when it could be sold at a disproportionately greater price, with greater daily duty, after it had been manufactured. Unfortunately, there seems to have been some difficulty over the movement of logs owned by American interests, but one of these factors is particularly important in the enlargement of the industry. The significant fact is that America needs Canadian paper and that Canada needs more exports to the United States.

It would be a sad commentary on the business sagacity of both countries if the mutual need and helpfulness goes long unrecognized in an effort to adjust a temporary expedient to fit a situation that demands a permanent solution.

Canadian Made Toys Improve

Manufacture Necessitated by War Fast Becoming an Art—Canadian Dolls Growing Prettier —Iron Toys Well Made and Reasonable—Big Demand for Wheel Toys— More Help Needed.

THERE will be no shortage of toys for out of door play this Spring, according to the appearance of shops just now, for the departments devoted to children exclusively are overflowing with gaily painted wooden scooters, smart models of the "Army Service Car" order and various types of two, three and four wheeled toy vehicles designed for the use of girls and boys both from three to twelve years of age.

The Canadian-made toy has improved in leaps and bounds during the past four years, and big strides have been made in the manufacture of certain lines that were left to the European makers before the war necessitated home production—or nothing. The demand for made-in-Canada toys has been most encouraging to the toy manufacturers, resulting in higher class products, as is invariably the case when the demand is big. The home manufacturers have been kept busy, as a result, providing the needs of the pleasure-loving juveniles of the country who quite unconsciously are giving encouragement and added zest to an industry that already gives promise of turning out examples of toy-craft that compete with the products of countries where toy-making has been an art for centuries.

Wheeled Vehicles for Out-of-Doors

Retailers report increasing demands for all classes of "wheel" toys, while mechanical devices and iron toys also made in Canada are selling splendidly. These include iron tanks in various novel designs, fire reels, engines, autos, trains and cars, strongly made and well designed. They are painted in suitable and attractive colors and sell from 25 cents to 65 cents.

Boats are promised a big sale this season of course. Would-be mariners who have graduated from the paper-boat in the tub period will be well provided with all types of Canadian merchant marine and pleasure yachts selling from 50 cents to $75, the high figure being asked by the T. Eaton Company of Toronto for a handsome big sailing racer, fully rigged for a lake cruise.

Toy aeroplanes and accessories will catch the popular trade, and these toys have been expertly designed and have a great appeal, naturally.

April showers will necessitate a good supply of indoor games—and the manufacturers have not overlooked the needs attending such a catastrophe as a day indoors. Therefore in stocking for Spring the retailer should also consider this very important point and the utmost care should be exercised in the choice of the smaller class of toys for indoor play. These may be made to play a very important part in the development of the child, and as the demand for educational and constructive toys has increased very much in the last few years the store dealing in this line of merchandise should take advantage of that demand.

Instructive Games

For the child who has reached the stage where he demands something of a sensible nature to occupy his play time an excellent variety of spelling and building games are available. One such educational spelling game consists of placing lettered discs in round holes so as to spell out the names of animals or flowers contained on an accompanying card. This game is both instructive and entertaining and retails at the reasonable price of 65 cents. The colors keep the child amused, and at the same time he unconsciously becomes acquainted with the names of the dwellers in the jungle and the blossoms which he finds at the edge of the wood.

Canadian Dollies

Manufacturers of dolls in Canada are doing a splendid business—besides catering to a tremendous demand in the Dominion they are doing a bustling export trade to the Motherland. Canadian-made dolls have also improved in appearance to an amazing extent and are available in splendid variety. The indestructible dolls are proving the best sellers today, and the dressed doll is the favorite with the popular trade. The explanation is that the doll made with a dress or suit already fastened on it, can sell more cheaply than the undressed doll.



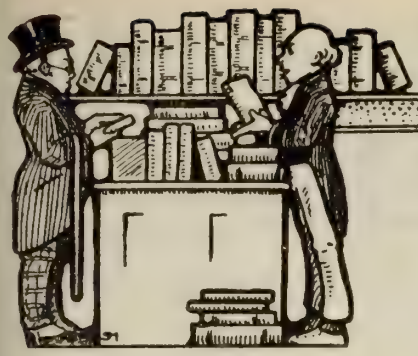
The undressed doll must be more expensively made and have considerable finishing, if it is to sell well, and the dressed doll, though it may be even stronger and better made, can be finished more roughly and because of the attractive little bit of a costume covering it, sell at a lower price and still give as good a profit.

The "Baby Grumpy" is the latest addition to the "knock-about" family of doll babies. These dolls are of the indestructible variety—they break of course with very rough treatment, but they can stand up splendidly under a lot of attention provided they are not too carelessly handled. These dollies have appealing little faces that win the child's immediate approval. (A child is very quick to pick out a pretty doll.) "Baby Grumpy" wears a slightly peevish expression but he has a most appealing way in spite of the fact that he seems to be on the verge of tears. He has already found his way into many good homes and can be secured with other Canadian-made dolls at modest prices, ranging from 75 cents to $2.00. Baby dolls with little sun-bonnets, or saucy, big bows on yellow curls cleverly painted are included in this class of dolls, and real hair is imported from England and artistically dressed on Canadian dolls of excellent appearance.

France, where it is recognized the best dolls in the world are made, has sent some appealing soldier dolls to Canada. These sturdy "poilus" are wonderfully made in cloth, with their faces most realistically painted and china eyes equally life-like in expression. The costumes are copies of the French Army uniform, and these little imported products of war-time France should appeal as a most attractive souvenir. The beauty of them is that they are so practically made, and can be dropped without fear of their breaking.

Teddy bears, large and small, are still big sellers and one Toronto toy manufacturer has found such a demand for Teddy that he has ceased the manufacture of all other lines with the exception of "Baby dolls" and "Teddies." Some idea of the rapid strides being made in the Canadian toy industry can be ascertained from the fact that almost all the toy-makers interviewed complained of a serious shortage of help in view of big orders and increased demands.

"Short Talks on Psychology," by Professor C. G. Shaw of New York University, is a series of brief pithy talks on the relation of psychology to every day life—to work, selling, charm, the pay envelope, and other life interests.



Books

IBRARY CONVENTION

The twentieth annual meeting of the ntario Library Association will be held Toronto on Easter Monday and Tues- y, April 5 and 6, in the Public Refer- ce Library, College street. Special ad- esses will be delivered on various pects of literature and library work. he chief speakers will be Rev. Princi- l Bruce Taylor, LL.D., of Queen's Uni- rsity; Prof. Pelham Edgar, M.A., .D., of Victoria University, and Frank ise of the Macmillan Company.

ILL E. INGERSOLL

In Edward J. O'Brien's "Best Short ories of 1919," the fifth annual issue, he notable story is by a young Cana- an author who is making good in fic- on. This is Will N. Ingersoll, of Win- peg, where he is on the staff of the Manitoba Free Press." His story, "The entenarian," is one of remarkable in- rest, dealing with the last days of a an who had passed the century mark d had worked hard all his life. The cret of longevity as brought out in this ory is work, and the centenarian's de- tion to duty in his dying hour gives is story remarkable strength. Inger- ll's novel, "The Road That Led Home" resents a tale that is as fresh and nat- al as a country stream that reflects man beings without distorting them, at bubbles with humor and whispers of e strength and sanity of the land rough which it flows. The rural Can- dian northwest becomes real in its ages. The author's name is a new one the literary world, but it is one which ill soon become familiar. Here is a untry neighborhood with its fighting d working, flirting and shrewdness, a nt of mystery, a bucolic philosophy, a rial scene rich in comedy that Hardy mself would enjoy, and an Indian chief ho says "Hoot mon!"

A feature of "Short Stories of 1919" the inclusion of the "Year Book of the merican Short Story" and the brief ographical sketch of Ingersoll is in- uded in the "Roll of Honor": "Inger- ll, Will E., born at High Bluff, Mani- ba, in 1880. Two months later his ther continued his journey West to hoal Lake, Manitoba, where he took up homestead. Received his education rtly at the village school, partly from e Anglican clergyman, who was a iend of his father, but mostly from a unk full of books which his father and other had brought from the East. Came to Wininpeg in the early twenties with one hundred and fifty dollars; hired a garret and wrote hard while the money lasted; placed his first story with "Everybody's Magazine," August, 1905, and has been in journalism ever since. He is now on the "Winnipeg Free Press." Author of 'The Road That Led Home,' lives in Winnipeg, Manitoba."

Another popular Canadian author is Harvey O'Higgins, whose new book, "From the Life," presents short stories, each of which is a composite portrait, taken from life, of the successful novelist, the statesman, the famous actress, the city politician, etc. The humor and subtle charm of this book is difficult to convey in a phrase, but the lovers of real literature will sense it, and its fame will soon spread.

THE PRAIRIE MOTHER

A sequel to "The Prairie Wife," by Arthur Stringer, is "The Prairie Mother," to run serially in the "Pictorial Review."

LE PETIT NORD

Dr. Wilfred P. and Mrs. Grenfell, the famous missionaries to Labrador, have returned to America after a winter spent in England. They arrived at almost the same time as Mrs. Grenfell's book of Labrador experiences, "Le Petit Nord" appeared from the press.



HOPKINS MOOREHOUSE

Whose novel "Everyman For Himself," is to come shortly. Booksellers will vividly recall the remarkable success of his book, "Deep Furrows." The new book is described as "a frank **action** story with no pretence at sounding psychological depths." Moorehouse belongs to a company of Western Canadian authors who are rapidly coming to the fore.

BEST SELLING BOOKS IN CANADA

Fiction

1.	Man of the Forest. Grey	102
2.	House of Baltazar. Locke	88
3.	Great Impersonation. Oppenheim.	62
4.	Rainbow Valley. Montgomery	50
5.	From Now On. Packard	48
6.	Lamp in the Desert. Dell	32

Non-Fiction

1.	A Labrador Doctor. Grenfell	48
2.	Canada's Hundred Days. Livesay.	36
3.	Vital Message. Doyle	30
4.	Rhymes of a Red Cross Man. Service	26
5.	Line's Busy. Ullman	20
6.	Keeping the Seas. Evans	10

A TALE OF '37

"The Forging of the Pikes" is a new Canadian historical novel by Anison North and is descriptive of the rebellion of 1837 and its central figure, William Lyon MacKenzie. That was in the days when Toronto was still "Muddy York." There is action and excitement aplenty. This book has a remarkably fine colored jacket, reproduced from a special painting by the noted Canadian artist, Norman Price.

ROUND THE EMPIRE

A new edition is to come shortly of Dr. George R. Parkin's "Round the Empire," with Canada as the starting point.

KNIBBS

That Herbert H. Knibbs, Canadian novelist, is a poet as well is evidenced by his volume of vivid verse, "Songs of the Trail," which, like his novels, stamp him as one of the ablest interpreters of Western life. "Songs of the Trail" will add to this reputation. He writes of the trails and wild places, of horses and dogs, of friendship and adventure, with a breezy swing, a fullness of knowledge, and a poetic feeling that make his work memorable.

"THE BIG THREE"

In the Quarterly Circular issued in Shanghai by the Kwang Hsueh Publishing House there is the following paragraph: "The selected list of publications has been made out from lists contained in the "Publishers' Circular," London; the "Bookseller and Stationer," Toronto, and the "Publishers' Weekly," New York.

SAILOR GIRL

Frederick Moore's book, "Sailor Girl," is a story of the China Seas—a strange romance of treachery and piracy, of double crossings, knifings, drownings, and all manner of dark deeds with an attractive sailor girl as the heroine.



Selling Points About Timely Books

THE THREAD OF FLAME

Basil King, who is ranked among the best of Canadian novelists, has written a new novel with the dynamic power of "The Inner Shrine," which made him famous.

Basil King is in his own element as a weaver of original plot in this fast-moving story of an identity lost and found again, and of a resultant domestic problem that keeps the reader in constant suspense.

"What's your name?" thundered a foreign official. "Jasper Soames," replied the dazed-looking ambulancier. It wasn't his name, but it was the only one he could think of—his memory had been destroyed by shell-shock.

When he came to himself he was on a French steamer returning to America. He had a feeling that he had been in an explosion, but he was vividly conscious that he was not that man, but another man. And for three years he wandered around trying to conceal from people the fact that he did not know who he was. He couldn't remember where he had lived or whether he was married or single.

But finally somebody recognized him. Yes, his wife was still living in Boston. No, she had not married, though she had long ago given him up for dead. He hurried home.

But . . . (and here is the problem which Billy Harrowby, alias Jasper Soames, had to face) "you must promise never to ask me what has happened during the last three years, and I will promise never to ask you," said his wife. Three years of secret "experience," and on this basis they resumed their married life! And the remainder of the story is how the plan works out and who first broke their promise.

THE GORGEOUS GIRL

Nalbro Bartley, who scored last season with "A Woman's Woman," presents another novel, which in scene, characteristics and outlook typifies contemporary American life. It is, "The Gorgeous Girl" (Gundy). The prospective marriage of Steve O'Valley to the gorgeous girl was described as "Two bank accounts that will beat as one." It had been Steve's dream ever since he had clerked in her father's business to become rich enough to win her, and now, as president of the O'Valley Leather Company, the dream had come true. While the gorgeous girl was teaching Steve to spend money with elegance and eclat, Mary Faithful remained behind, managing Steve's business and trying to suppress heart-pangs with a good cry now and then in Steve's office coat. For a while the steady glitter of the gorgeous girl blinded Steve, and he followed her adoringly, though her trail led straight across and over and around his bank account. But Steve was a plain man at heart, and felt uncomfortable among Vorticists and Swamis, Voodoos and the Return to The Primitive. When his comfortable home was turned into an Italian villa with Renaissance furniture, when clothes were worn to match the color of the rugs, Steve's adoration began to be wholesomely tempered with doubt. Then various things happened: for one, the collapse of the O'Valley Leather Company, and the demise of the down-trodden bank account. Steve executes a return to the primitive of his own and incidentally discovers how gorgeous a plain girl can be.

EDITOR TURNS AUTHOR

Grant M. Overton used to be famous as editor of the book section of the "New York Sun." Finally he got tired of telling budding and budded authors what was wrong with their novels and decided for a change to produce a few novels of his own. The first fruit of that decision is a book called "Mermaid."

The locale of the tale is a Long Island coast village—old sea captains going and coming, the lifeguard on its point beyond the green salt meadows and the beaches, and the spell of the sea—its glamor, its terror, its mystery—over all.

THEIR MUTUAL CHILD

Wodehouse, the English humorist, who has made good to such a striking degree in the U. S., has a new book just out, entitled, "Their Mutual Child." It is more than just a funny story with a punch—riotous fun is poked at eugenics and the general bringing up of children in glass cases. But with all the fun there is a tender fascinating love story that holds you in suspense to the last page. There is also a mighty sound exposition of the futility of so-called society life. And in the end, it is the little child that leads Ruth and Kirk and all the rest on the right road.

A PROSE TREASURY

Logan Pearsall Smith, English author, already well known to readers on this side of the Atlantic as "Trivia," is responsible for "A Treasury of English Prose."

Selected with unusual taste and discrimination, and attractively printed and bound, this collection of extracts from English prose literature ranging from Chaucer to Bernard Shaw, will be welcomed by all lovers of English literature. The passages are mainly short ones, but they reach the very pinnacle of English prose in their beauty of form and memorable substance.

ST. JOHN G. ERVINE

St. John G. Ervine, at present in America, has been dividing his time between lecturing, attending banquets in his honor, and proof reading. Shortly after his arrival, some weeks ago, he turned over to his publishers the complete manuscript of his new novel, "The Foolish Lovers," which was immediately rushed into type. It is expected that it will be published some time this month. Also in March will appear a new edition of Mr. Ervine's play, "John Ferguson," printed from new plates and containing an introduction written by the author.

WAGES OF VIRTUE

From John Murray, of London, comes P. C. Wren's "The Wages of Virtue," in a two shilling binding. It is a vivid picture of life in the French Foreign Legion in Algeria. The saying, the doings and adventures of those reckless, daring soldiers make it not only a romance but a reality.

MISER'S MONEY

Eden Phillpotts reverts to Dartmoor in his new novel, "Miser's Money," which is beautifully written. All Mr. Phillpotts's readers know how fine are his descriptions of his dearly loved Dartmoor, though there are fewer of them in this his latest novel than in the majority of his Dartmoor books. Nevertheless, we have an introductory picture of Fox Tor Mire: "This huge cup of jade exhibits scooped sides fretted with granite. * * * Mists wander over its streamlets, and break in waves of colorless light upon its sides." And we see, too, Devil's Bridge on that morning when poor little Anstice made her one feeble effort to revolt. "Morning touched the clouds with fleeting fires, and a thousand rivulets that ran over the heather and drowned the sheep track flashed back out of the sodden gloom." But it is with human nature that Mr. Phillpotts is here primarily concerned and more than one type of it does he contrive to show us, all of them real, all loving and detesting, hoping and worrying, and all more or less affected in their several ways by the power of "Miser's Money."

THE SECOND LATCHKEY

The Williamsons have written a new novel of action in which there is no let-up. Its title is "The Second Latchkey." The reader who can put it down unfinished has something wrong with his reading faculty. It is the romance of an English girl and an adventuring American millionaire who, entering like a Galahad, wins her, and then assumes what appears to be his real nature—a cad. How the mystery which makes him act this part is solved, together with the enduring love that comes to them, make this a novel worthy of C. N. and A. M. Williamson, and that is saying something.

"THE WILDERNESS"

A volume that will appeal more particularly to artists comes from G. P. Putnam's Sons. "The Wilderness," by Rockwell Kent, is the story of a quiet six months' winter sojourn on Fox Island, Alaska. Booksellers should not fail to bring this book to the notice of those possessing an artistic temperament. To such, the illustrations will take precedence of the reading matter. The author-artist disclaims any literary aspirations, but regards the records of his stay on the island rather as an accompaniment to the drawings, with which the narrative is liberally interspersed.

GREEN RUST

From Small, Maynard & Co., comes "Green Rust," a mystery story by Edgar Wallace, author of "The Secret House."

Watched over by the indefatigable Mr. Beale, Olivia found herself the centre of a conspiracy, far reaching and far flung, intended to wreck the world. What was the green rust? The secret and the strange circle interested in this curious discovery is the centre of Mr. Wallace's most appealing novel that has yet appeared. The story takes the reader through a series of exciting adventures and piques his curiosity by the diverting sclution of one adroitly handled situation after another.

FAIRFAX AND HIS PRIDE

Another issue by Small Mayhew & Co., is "Fairfax and His Pride," by Marie Van Vorst. This is the story of a young artistic genius whose ideas are appropriated by an eminent New York sculptor as were those of Martin Chuzzlewit by Mr. Pecksniff. He thereupon abandons his studies in digust and, to earn a living, becomes a mechanic in a railway yard. Owing to a legacy left him by a feller workman he is enabled to travel to Paris, where he studies art in the Latin quarter and eventually achieves fame. The love interest forms a thrilling part of the story and will help make the book a general favorite.

SOUSA'S LATEST NOVEL

John Philip Sousa has written a new novel entitled, "The Transit of Venus," in which will be found a charming love story of unusual flavor, combined with brilliant, penetrating criticism of life, in a strange setting. In addition to his success as a composer of music, Sousa has written a number of novels, distinguished for real wit and shrewd observation.

SEA ADVENTURE

A readable new novel of adventure is Sol Sheridan's "The Typhoon's Secret," a story of mystery and adventure in the China Seas.

The author is a California newspaper man who has sailed the Pacific and South Seas, and has even undergone the rigors of a typhoon in the China Seas. Mr. Sheridan, therefore, has lived the adventures that comprise the main fabric of his story.

CHINESE-AMERICAN NOVEL

"East is East, and West is West." This is the fundanmental thesis of Herbert Woodworth's striking novel, "In the Shadow of Lantern Street," which begins in the Orient and ends in America. The complications which a Chinese viewpoint brings into a dramatic love story afford a strong realization of the difference between the ideas of the East and West. There are striking scenes, dramatic situations, and ideas which make this story an unusual combination of the novel of drama and of intellect. This book has just come from Small, Maynard & Co., of Boston.

HAROLD MACGRATH

The MacGrath of old, he of "The Man on the Box," et al, is with us again in "The Man With Three Names."

Although still young, as every MacGrath protagonist ought to be, this hero has already, under one name, achieved a reputation which causes thousands to hang upon his words. The second name is the one by which he is known to friends and enemies in the world at large, and under which he enters into battle with the unscrupulous father of the girl he loves for the sake of the town over which the latter holds dominion. The third name cloaks Nemesis—the end of his hopes if it be discovered, the cutting short of his career, the contempt of the vast public that follows his utterances.

This is the name that his powerful enemy, on the theory that every man has in his life some hidden secret, sets out to discover. The result is a story of baffling mystery, tense interest throughout, and twelve-cylinder speed.

BASIL EVERYMAN

Carefully and skillfully written, showing a restraint and finish far removed from the hasty, slipshod performances of so many writers of contemporary fiction, Elsie Singmaster's new novel, "Basil Everyman," is an artistic piece of work, the product of no mean degree of craftsmanship. In atmosphere and plot it belongs to the period in which it is placed—the closing years of the nineteenth century. A certain remoteness from present day life and present day ideas and activities pervades its pages; the tragedy which is its dominant theme, a tragedy upon which the final curtain had apparently fallen long before the time when the novel opens, is a tragedy arising in great measure from beliefs and prejudices long since flung into the limbo of things outgrown and outworn. The scenes of the story are laid in the small college town of Waltonville, lying "a little north of Mason and Dixon's line," one of those peaceful pleasant places, distant from and to a great extent out of touch with the centres of activity, where old-fashioned opinions and dogmas linger long after they have elsewhere been discarded.

PHILLPOTTS SATIRIZES

"Evander," Eden Phillpotts' new book, is a fascinating satire on temperament and marriage and over-stiff religion, set in imaginary classical times, where the world is still as young as on the sixth day and yet not so very different from ours. There is a triangle—consisting of a bore and a boor and a lady; with two rival deities just outside and a happy compromise at the end, the gift of the lightest hearted of the wise gods.

POOR DEAR THEODORA

Florence Irwin has written a new novel which Putnam's have recently put out under the title of "Poor Dear Theodora." It is a charming and well-written story of character development. The path of Theodora is by no means strewn with roses, but with steadfast determination and increasing power she walks her way to a great and real happiness.

GARDENING BOOKS

New issues in Cassell's gardening books are "Climbing and Rambling Roses" and "Pansies and Violas."

MINCE PIE

Christopher Morley has scored again in a humorous book entitled "Mince Pie." It is being accorded the distinction of being the humorous book of the year.

A PLACE IN THE WORLD

John Henry Turner, whose work is suggestive of Locke and also of Jacobs in the picturesque characters he delineates is represented in this season's new books with "A Place in the World," which is acclaimed as being every bit as good as his "Simple Souls."

WHITEWASH

Horace Annesley Vachell has written a new novel entitled "Whitewash," which is a most interesting tale of rural life in the England of to-day.

NEW TARZAN

The new Tarzan book, "Tarzan, the Untamed," is to be printed and bound in Canada.

CHESS BOOKS

"Chess Openings Illustrated" is the title of a book by the well-known authority, J. Durblont, who is the translator of Lasher's "Chess Strategy," "Chess and Checkers," and Charusek's "Games of Chess."

THE BRIDGE OF TIME

The original imaginative device of having an Egyptian prince of the time of the late lamented Rameses transposed to the Paris and New York of the present day characterizes "The Bridge of Time," by William Henry Warner.

Influencing the Selection of Books

Details of an Interesting Experiment Carried Out by a Public Librarian to Find Out How Readers Were Guided in Their Choice of Reading Matter

HOW can the bookseller influence his clients in the selection of their reading matter? To answer this question satisfactorily we must first of all find out what it is which influences book readers generally in their choice of books. Do they choose a book because it has been recommended by a friend? because the author is a favorite of theirs? because they are interested in the subject? because it is recommended by the bookseller?

To what extent can the latter influence his customers by recommending this or that volume?

All these questions are of vital import to every bookseller in that his ability to answer them correctly will undoubtedly tend to promote his book sales.

Some time ago a librarian in a United States city, in an endeavor to find out the motives which influenced the public in the choice of books drawn from public libraries, carried out an experiment, the results of which cannot fail to be of interest to every bookseller. It will, of course, be admitted that conditions which may influence the choice of books in public libraries may differ in some degree from those which may affect the purchaser of a book, but it may be taken for granted that, if we are fully acquainted with the reasons which govern selection in the one case, those same reasons will, to a greater or lesser extent, be operative in the other.

In order to conduct the experiment to which reference has been made, several thousand blanks were printed and sent to selected libraries throughout a certain district with a request that each person drawing a book during the following week be invited to give the reason that led to the choice of that particular book. The blanks read something like this:

I Took This Book Because

(a) It was recommended by a friend.
(b) I was interested in the author.
(c) I was interested in the subject.
(d) I was attracted by the title.
(e) I had read a printed notice of it.
(f) It was recommended by the librarian.

Several hundred blanks were filled in and returned to the libraries, and they were then tabulated.

The results were somewhat surprising and not over-complimentary to the libraries themselves, for it appeared that the choice of the book was attributed to the influence of the library in less than a half of one per cent. of the cases reported. Three per cent. of the selections were due to the subjects treated of in the books; about the same percentage to their titles; five per cent. each were credited to the recommendations of friends and reviewers, and three and one-half per cent. were the result of a liking for the author.

Then came an astonishing leap to seventy-four per cent.; and the reason that had determined the choice of three-fourths of all the books recorded was one that had not even been printed on the blanks—nor even thought of. It was written in each case as a voluntary addition to the list of probable reasons, and it is quite likely that had a line been printed on the blanks for this particular reason the percentage attributed to it would have been still greater as many more returns would probably have been sent in. The reason given was to this effect:

"I took this book because it was nearest my hand."

"Because it was easiest to get."

"Because I saw it lying on the desk."

These answers suggested a simple solution of a problem which had for long exercised the minds of the librarians, viz.: "How to get the books which the library thinks the best into the hands of the reading public."

So long as the people will take the books that are easiest of access, the library must make the books that it deems the best the most accessible. And the same argument will apply to the bookseller. The books which he wishes the public to buy he must place in a prominent position where they may be seen. It is of no use to stick them on a shelf and wait for the public to come and ask for them. Expose them to view on a table in your store where everyone who comes in will see them. Put them in your show window where every one who passes by will see them.

The librarian who conducted the test related above, followed it up by placing a large table in front of the delivery desk in the library. This table was divided into ten sections corresponding to the ten grand divisions in the library, and the first twenty volumes under each subject, philosophy, religion, sociology, etc., were set in order on this table for three days; they were then removed and succeeded on the table by the next twenty under each subject, and so on, until the entire library had been rotated before the eyes of the public, thus giving every book its fair chance of being chosen and read.

At the end of the year it was found that thirty thousand books had been drawn from that table and the librarian is convinced that by no other plan could ten per cent. of that number have been placed with readers. The plan has since been adopted by several important libraries, and in each case with striking success.

Herein is another hint which can be snapped up and advantageously made use of. Have you any books on your shelves which have been there longer than they should have been and which you would like to see cleared? Take them half a dozen or a dozen at a time in rotation and place them in your window. It will help matters if you write a few words giving a short description of them. This could be done on a small card and affixed to the book. Leave them in your window for two or three days and then change them for the next in rotation and so on until your have shown all your stock. Human nature is the same all the world over, and if the plan acted in the case of the library, you would no doubt get results of a similar kind and clear out some of your stock which has been hanging fire.

You can of course modify the system to suit your own ideas or the conditions in which you are placed, such as by varying in particular instances the number of days in which certain books shall be thus prominently displayed. A book of special interest or value may be left until someone purchases it.

In this way you will place before your public books which they might otherwise never see. Many a man will buy a book if he happens to see it on display, whereas he would never dream of going into a store to ask for it. One point more, do not omit to put the price of the book prominently before the public. For every one person who will go into a store and ask the price of a book there are ten who will buy if the price is marked on it. The majority of people are averse to asking the price of an article and then if they find it is more than they care to give, going out without buying.

Let the public see your books; give then some description of their contents; let them know the prices, then await the results.

STRINGER'S WORKS

A most interesting announcement is that of a series of uniform editions at popular prices of the works of Arthur Stringer, who is one of the most able and prolific of Canadian novelists. These new editions are of further Canadian interest, in that all the work of getting them out is to be done right here in Canada.

Like many another Canadian author, Stringer made his name in New York, but he never forsook his Canadian citizenship and has, for a number of years, made his home in his native land, being known as a strong protagonist in movements that are making for the strengthening of Canadianism.

Elsewhere in this issue will be found a news paragraph about his forthcoming new novel, "The Prairie Daughter."

BIOGRAPHY OF BOOTH

There is about to appear an important biography that will have as wide an appeal as the influence exerted by the Salvation Army. It is the biography of General William Booth, founder of the Salvation Army. His biographer is Harold Begbie.

Mr. Begbie says: "William Booth is likely to remain for many centuries one of the most signal figures in human history. Therefore, to paint his portrait faithfully for the eyes of those who come after us—a great duty and a severe responsibility—has been my cardinal consideration in preparing these pages. If I have succeeded in my work, posterity will be able to feel something of the power of William Booth's personality, and to understand how it was that his spirit could touch the human heart in so many lands and in almost all the varied circumstances of mortal life."

LINCOLN ON SCREEN

There is a prospect of a motion picture production of John Drinkwater's great play, "Abraham Lincoln." This would be a great impetus for further sales of the book.

LEONARD WOOD

Although General Leonard Wood was not the big man in the military affairs of the U. S. in the Great War, there are many who think he should have been and that he didn't get a square deal at the hands of the U. S. Government. At any rate, he was and still is a big man in the military world. Soldier as he is, General Wood has kept his temper and, no matter under what provocation, he has never been led into criticism of his Commander-in-Chief; nor has he been coerced by threats or intimidation from telling the actual truth concerning existing conditions.

In "Leonard Wood," by W. H. Hobbs, just published by Putnam's, the author has marshalled his facts skilfully and authoritatively and has given a splendid character portrait of a great American soldier.

When General Wood and Lord Roberts were observing together the great German manœuvres of 1902, Roberts remarked, "Wood, what are our countries to do when that splendid military machine is directed against us?" Each returned to warn his country at whatever cost to himself. In each case the warning was unheeded, and bitterly resented by the Government in power. The career of a man holding that conviction nearly twenty years ago must of necessity be interesting to all in the light of the cataclysm that broke upon the world in 1914.

BIOGRAPHY FOR BOYS

An especially fine new book of biography for boys is "Famous Leaders of Industry," by Edwin Wildman, which the Page Co., Boston, have just issued.

Among the notables whose inspirational careers are briefly told are the Edison, Bell, Barnum, Ford, Goodyear, Maxim, Rockefeller, Wanamaker, Schwab, Woolworth and others equally famous.

Emphasis is laid on the fact that all these men loved their work, and boys are told that there are to-day equally good opportunities for forging ahead in the world as in the days when these great captains of industry and commerce were young fellows with the problem of making their way confronting them

A TERCENTENARY

Lloyd George has written the preface to "Homes and Haunts of the Pilgrim Fathers." It is a new edition of Dr. Alexander Mackennal's work revised and partly re-written by H. Elvet Lewis, M.A., and in view of the fact that 1920 will see the celebration of the tercentenary of the sailing of the "Mayflower," and that to-day the closer union of Great Britain and America has come to mean so much for the future well-being of the world, this story of heroic enterprise, which is profusely illustrated with colored plates and drawings and photographs by Charles Whymer should receive a warm welcome

A STUDY IN DEMOCRACY

"The French Revolution," by Nesta H. Webster, comes from Constables, of London. It is a 21s. book, comprising over five hundred pages, and is a most interesting study in democracy presented in the light of the great war of 1914-1918, being something analogous to the revolution in France in the last decade of the 18th Century, represented as being an intrigue the aims of which are abbreviated as follows:

The intrigue of the Orleanists to change the dynasty of France.

The intrigue of the Sulversives to destroy all religion and all government.

The intrigue of Prussia to break the Franco-Austrian alliance.

The intrigue of English revolutionaries to overthrow the governments, both in France and in England.

This book is one that will appeal, not only to people naturally studious and interested in history, but to the thousands of people in whom the recent cataclysm has awakened an insatiable desire to learn all that may be learned about all events of history that led up to the greatest of all armed conflicts. Booksellers will not be slow to appreciate that with books of this nature they have opportunities for developing many sales.

NEW AND FORTHCOMING

"Lorraine," the new novel by Cynthia Stockley, is not a book about Alsace-Lorraine, but is a novel of South Africa, in which the heroine is Lorraine Tempest.

George Weston's new book, "Mary Minds Her Business," is in the characteristic vein that has won him a big following of readers.

"Mountain Memories," by Sir Martin Conway, is described as "a pilgrimage of romance." Sir Martin is president of the Alpine Club, with headquarters in England, which is the premier of all Alpine Clubs, and to be its chief officer is an honor of international distinction.

Much interest attaches to the coming of a new novel entitled "Belonging," by an English novelist, Olive Wadsley, who has been coming rapidly to the fore.

Warwick Deeping's new novel, "The Prophetic Marriage," is to appear very shortly.

FORTHCOMING BOOKS

Announcements for early publication include: "Swatty," a story of real boys, by Ellis Parker Butler, author of "Pigs is Pigs"; "The Elder's People," a series of stories of a New England town; "The Island of Sheep," an illuminating and brilliant discussion of present-day affairs, by one of England's foremost men of letters and action, who hides himself under the names of Cadmus and Harmonia; "Humanism in New England Theology," a study of the great succession of New England divines, by Rev. George A. Gordon, D.D.; "Food Facts for the Home-Maker," by Lucile Stimson Harvey; "Recreation," by Viscount Grey, in which this brilliant statesman discusses his favorite pastimes; "The Almosts," a study of the feeble-minded, by Helen MacMurchey, of Toronto; "Le Petit Nord; Annals of a Labrador Harbor," by Anne Grenfell and Katie Spalding, and the second volume of "The New England Aviators."

FOOD FACTS

Mrs. Harvey is the food expert of the Diet Kitchen of Brookline, Massachusetts. Her book, "Food Facts," which meets a real need of the housewife, will prove instructive not only to the inexperienced housekeeper, but also to the practised matron, and will help many a reader to make a small sum of money supply the greatest possible amount of nourishment and the most palatable dishes for her table.

FIGHTING THE H. C. OF L.

Remember "Skinner's Dress Suit?" Of course you do. Then you will welcome Henry Irving Dodge's latest book, "Skinner Makes It Fashionable," prescribing the Skinneresque method of downing the H. C. of L. And once more gloom flies at Skinner's approach like dust before a broom.

In this exceeding humorous fiction story Skinner again carries out a big idea—in no way propaganda. Skinner tackles the problem of the high cost of living. To reduce the same, he determines to set the town of Meadville by the ears—in a sensational way. He realizes that the people who have made vast fortunes out of the war and are now spending money like drunken sailors—paying any old price asked for anything—are the ones who are largely responsible for keeping up prices. It is these he determines to teach a lesson. These people all have social aspirations and are worshippers of the great aristocrat, Mrs. Colby. Skinner knows that if he can get Mrs. Colby to start to practice entrenchment and economizing, make it fashionable to do so, the others will fall in line. Just how he persuades the great aristocrat to do this and how the end is accomplished—in a most unsuspected way—is deliciously humorous, amusing, and very original.

Business and Technical Books

SELLING BUSINESS BOOKS

A list sent out by A. H. Jarvis, of "The Bookstore," Ottawa, lists various business books and includes illustrations of a number of them. Here are quotations from the introduction:

"Quite natural that in these days of unusual business problems, men of keen judgment are more and more relying on the rapidly-growing fund of recorded business experiences. They find that business books save time, conserve energy, insure right policies. Two heads were always better than one, and in these books are the ideas, plans, experiences of literally thousands of men who have made good despite every obstacle.

"In these books you find no long-spun theory or suggestion of what might pay. No! Only the actual method that has already paid out—the "how-to-do-it" told in concise, straightforward terms that make its reading as interesting and helpful as though you were face to face with the very originator of the plan, gaining the benefit and inspiration of his successful experience.

"Sales managers and salesmen, accountants and office managers, advertising men, factory executives, bankers, letter writers, manufacturers, wholesalers, retailers—men and women in every branch of business will find these books literally packed with usable ideas on their own work. They bring to your desk valuable suggestions that might otherwise cost you years of experience and much money; they increase ability and earnings; and in more than one instance outstanding business success has been built on a single idea gained from their generous pages."

Hundreds of books are listed, being arranged alphabetically under headings such as "Accounting," "Advertising," "Banking," "Buying," "Correspondence," "Factory Management," "Finance," etc.

RETAIL SALESMANSHIP

A book of double interest for booksellers, appealing to them for their own edification as retailers and as a book for ready selling to other merchants and retail salespeople is Prof. Paul Ivey's "Elements of Retail Salesmanship."

This book is the direct outgrowth of the need felt by progressive retailers for a manual on salesmanship for the use of their employees who are desirous of excelling in their work.

Prof. Ivey begins with a general discussion of the new philosophy of retail merchandising and the modern efficiency movement. He then devotes two chapters to a consideration of the importance of knowing the goods to be sold. The importance of knowing the customer is then considered, and in this section are taken up those motives for buying, those instincts, which are common to all people, and then the differences in people. The elements of personality — enthusiasm, honesty, tact, courtesy, promptness, and cheerfulness—are next presented, followed by a careful analysis of the selling process, the means of attracting attention, arousing interest, creating desire, closing the sale and introducing other goods. A final chapter deals with store system and method.

MOTOR BOATS

An important newcomer this season among technical books is Victor Page's "Motor Boats and Boat Motors," dealing with their design, construction, operation and repair. It has 350 specially-made illustrations and working drawings for boat builders, and there is a special chapter on seaplanes and flying boats.

FORD CAR MANUAL

The 1920 edition of Victor Page's book, "The Model T Ford Car," has just come from Norman W. Henley Co., of New York. It is revised up to date and much enlarged. It includes attention to Fordson Farm Tractor, the F. A. Starting and Lighting System, and the Worm Drive 1-Ton Truck.

This book is written especially for Ford drivers and owners by a recognized automobile engineering authority and an expert on the Ford, who has driven and repaired Ford cars for a number of years. He writes for the average man in a practical way from actual knowledge. All parts of the Ford Model T car and Fordson tractor are described. Repair processes are illustrated and fully explained.

I WONDER WHY?

The eternal question mark that attaches to every healthy child receives attention from many sides in Milton Goldsmith's book, "I Wonder Why," just put out by Macmillan's.

It is the need of replying correctly to the many scientific inquiries on the part of curious children that this book has been published. All abtruse, technical detail has been omitted. The book is written in narrative form, in simple language and in such a way that children of all ages as well as grown people will read the book with interest and profit.

DANNY AGAIN

V. C. Barclay's previous book, "Danny the Detective" will be recalled by many readers who enjoyed it and they will want to read its sequel, "Danny Again," just published by Putnam's. It is an adventurous tale and is liberally illustrated.

MARJORY OF THE WILLOWS

Alice E. Allen has written a delightful new story for girls in her book, "Marjory of the Willows," just out out by the Page Co., of Boston. Not only is the story itself a meritorious one but this volume is a most attractive one in appearance.

NEW BOY SCOUT STORY

Brewer Corcoran has done some good stories for boys, and not the least of these is his new book, "The Boy Scouts of the Wolf Patrol," just published by the Page Co., of Boston. Corcoran certainly does know how to interest boys as booksellers who have featured his books know by the call for more that comes for readers fortunate enough to delve into one of his tales.

PSYCHICAL BOOKS

A Psychical work from the pen of John S. King, M.D., of Toronto, assisted by "a band of invisible co-workers, who have spared no effort to make this the most comprehensive, far-reaching and convincing work of its kind yet presented to earth mortals, tending to prove: continuity of life, spirit return and spirit communion with mortals," is the way "The Dawn of the Awakening Mind" is being put before the public.

Sir Oliver Lodge's recent visit to Toronto has had the effect of creating a strong demand for his books, "The Survival of Man" and "Man and the Universe."

"Pscychology and the Day's Work," by Edgar J. Swift, essays to show people how to organize and develop physical faculties in their relation to psychical truths, so as to get the most out of them in achieving success in life.

Among the several books by Hereward Carrington, Ph.D., being published in Canada this year is "The Physical Phenomena of Spiritualism," which includes due attention to spiritualistic fakers and their methods.

FARNOL'S NEW NOVEL

In "The Geste of Duke Jocelyn," Jeffery Farnol has apparently found what a good many writers have been trying to get for a long time—a new type of novel. He has been daring enough to begin "The Geste of Duke Jocelyn" with a "Prelude" in verse which, rather remarkable to relate in these days of highbrow and free verse, is exceedingly attractive and readable. The "Geste," as is carefully explained in this prelude, is a tale, a story, a romance, and Farnol tells it as he did his other books, in the most delightful archaic English. Two or three lines from the prelude put one at once into the atmosphere of the story:

"Long, long ago, when castles grim did frown,
When massy wall and gate did 'fend each town;
When mighty lords in armor bright were seen,
And stealthy outlaws lurked amid the green
And oft were hanged for poaching of the deer,
Or, gasping, died upon a hunting spear."

Vital Books of the New Era

NOW IT CAN BE TOLD

One of the most notable of the books of 1920 is Philip Gibbs' "What the Censor Forbade." It is bound to survive as one of the greatest of all records of our terrible years, a record which is great literature and history, terrible in its unsparing truth, its majority, its horror, its candor. Gibbs has spared no one. The incompetent general, the indifferent staff, the plans that went wrong, the battles uselessly fought, the men uselessly thrown away, the wrong tactics, the untruthful propaganda, all these things stand arraigned in this book. It will make Philip Gibbs many powerful enemies, but it will place him among the immortals, for there never was a book like it. It is 500 pages compounded of terrible courage, crass stupidity, foul horror and searing beauty crushed out of the heart of men dehumanized by the massacres of chemistry and science.

NAVAL GUNS IN FLANDERS

"The Naval Guns in Flanders," a book telling of the activities of British naval forces in Flanders in 1914-1915, the work of "L. F. R.". It is a Constable publication. The book has numerous half-tone illustrations as well as maps.

LEAGUE OF NATIONS

Charles Sarolea in "Europe and the League of Nations," warmly supports the idea of the League as a panacea for an ailing world:

"The peace we have obtained is an eminently bad peace; bad in an absolute sense, when judged by the ideals with which we started the war when tested by the fourteen principles of President Wilson; and bad in a relative sense, when we compare it with previous notable peace settlements in modern times. * * *

"The very failure of the Peace Treaty will give a powerful impetus to the League of Nations and is giving the League such an opportunity as never came to any parliament of men. Things had to be worse before they could become better. If the peace plenipotentiaries had succeeded in making even a tolerably bad peace, the old system might have survived. Having utterly failed in settling the difficulties, the League of Nations must interfere as the Deus ex machina."

The professor asserts that the treaty imposes impossible terms on Germany; that we have destroyed the German power without touching the deeper sources of German strength; that we have not broken up the compact, homogenous, centralized State which Bismarck created; that at the armistice there might have been some hope of disintegrating the German Empire; that today the German people seem more united than ever, and under the conditions neither France nor the smaller States born of the war have any greater military security than they had before the catastrophe; and that the German spirit is still unbroken, defiant and thirsting for revenge—hence the necessity for a strong League of Nations.

SCIENCE IN WAR

"Physiology and National Needs," the title of a new publication by Constable's, the work of W. D. Haliburton. It essays to prove what a great help in winning the war was the proper organization of the scientific resources of Great Britain.

THE BOOK OF IRELAND

A book which seeks to interpret Irish life has just been published under the title, "The Soul of Ireland." The author is W. J. Lockington, S. J. Father Lockington's approach to his subject is seen in these sentences from one of his chapters; "Ireland, as we have said, is Ireland because of her Catholicism. Therefore, he who would understand life in Ireland must take full cognizance of this fact, for it is this that is the leading characteristic of the nation."

DOSTOEVSKY

A new volume of Dostoevsky stories has just been published under the title "An Honest Thief," the translation having been made by Constance Garnett. The book contains in all ten stories as follows: An Honest Thief, Uncle Dream, A Novel in Nine Letters, An Unpleasant Predicament, Another Man's Wife, The Heavenly Christmas Tree, The Peasant Marey, The Crocodile, Bobok, and The Dream of a Ridiculous Man.

ARMENIA

"Armenia and the Armenians," is the title of a little book on Armenian history just from the press. The author is Kevork Aslam and the work has been translated from the French by Pierre Crabites.

REALITIES OF WAR

The following tribute to General Currie is paid by Philip Gibbs, the noted war correspondent, in his book, "Realities of War," just published in England:

"He cut clean to the heart of things ruthlessly like a surgeon, and as I watched that man, immense in bulk, with heavy thoughtful face, stern eyes that softened a little when he smiled, I thought of him as Oliver Cromwell. This real estate agent, as he was before he took to soldiering, is undoubtedly a man of strong ability, free from those trammels of red tape and tradition, which swathed around so many of our own leaders."

ENGLAND TO AMERICA

Margaret Prescott Montague has written in her book, "England to America" a perfect tribute to the dogged and unstinted courage of English hearts—an unforgettable picture of an English family that had given all and was making a last and tenderly beautiful sacrifice for an American boy. A little book with a big message.

DR. DILLON'S BOOK

Dr. Edward J. Dillon's book, "The Inside History of the Peace Conference," tells of what went on during those highly significant days in Paris, when the representatives of the Big Five were gathered around the conference table in the Hotel Crillon. Dr. Dillon had the advantage over other observers in that he has for twenty years been on the "inside" of European politics, and so had the background necessary to interpret events.

FRANCK IN GERMANY

The reason why Harry A. Franck's travel books keep selling so strongly from year to year is that they are absolutely individual. His large following will joyously seize the opportunity to go with him on a new journey—particularly on this revealing trip through the Germany which has been a closed book to the world for five years.

The author, famous for his vagabond journeys in almost every nook and corner of the world, set out on a 1,000-mile hike with camera and knapsack, to tramp through a country that has been screened from the outside world for over four years. He has recorded his impressions of Germany and the Germans as they are to-day. Walking along the road, stopping at small inns in the very heart of Germany, he got to know what people were really thinking and doing and what their attitude towards the war was and how they regarded the signing of the peace. He describes the shortage of food in the towns and the extraordinary week-end excursion into the country where every one went foraging. An amazing book crowded with first-hand information.

THE RED LADY

Katherine Newlin Burt is sure of a good audience for her new book, "The Red Lady," because of the success of "The Branding Iron." This new novel is an example, par excellence, of the type of story that "makes you forget your troubles." It is the absorbing tale of the mysterious adventures of an attractive and (this is significant!) red-headed young woman in a rambling, isolated country house in the Southern pine belt. There has been a mysterious death in the house, and other weird events following it. The heroine finds herself caught in a web from which there seems no escape. White and trembling, three housekeepers had left the lonely old mansion in quick succession. Will this young girl have the pluck to remain and unravel the strange mystery that holds sway over the house in the pines?

Isn't that advance interest enough for any bookseller to believe in the saleability of this book?

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Pirates of the Spring, Forrest Reid, $2; The Red Lady, Katharine Newlin Burt, $2; Elders People, Harriet Prescott Spofford, $1.90; Swatty, Ellis Parker Butler, $2; The Almosts, Helen MacMurchey, $1.65.

Non-Fiction

Humanism in England, Rev. A. Gordon, D.D., $1.35; Your National Parks, Enos A. Mills, $3.50; A Sportman's Wanderings, J. G. Millais, $5.50; Dardanelles, Major-General Sir C. E. Caldwell, K.C.B., $5.50; Recreation, Viscount Grey, $1.65; Island of Sheep, Cadmus and Harmonia, $1.65; Le Petit Nord, Grenfell and Spalding, $1.65; Food Facts, Harvey, $2.75.

J. M. DENT & SONS

Fiction

Woman Triumphant (Le Maja Desnuda), Vincente Blasco Ibanez (author of Four Horsemen of the Apocalypse), cloth, $2.25; The Worldlings, Leonard Merrick, cloth, $1.90; When Love Flies Out of the Window, Leonard Merrick, cloth, $1.90; The House of Lynch, Leonard Merrick, cloth, $1.90; Mary Girl, Hope Merrick, cloth (Mrs. Leonard Merrick), cloth; Barry Leroy, H. C. Bailey, cloth, $2.25; Wimpost, Dave Coolidge, cloth, $2.25; The Painting Man, Marjorie Douie, cloth; The Taming of Man, Ethel Holdsworth, cloth, $2.25; En Route, J. K. Huysman, cloth, $3; Tamarisk Town, Sheila Kay Smith, cloth; The Young Physician, Francis Brett Young, cloth, $2.25; John Silence, Algernon Blackwood, cloth; Erewhon Revisited, Samuel Butler, cloth, $2.25; Bruce, Albert Payson Terhune (author of Lad a Dog), cloth, $2.25; Our Peter, George Woden, cloth; The Golden Scorpion, Sax Rohmer, cloth, $2.25; Unseen Hands, Robert Orr Chippesfield, cloth, $2.25; The Cords of Vanity, James Branch Cabell, cloth, $2.25.

Juvenile

Puppies and Kittens and Other Stories, Caroline Cadby, cloth, $1.75; Princess White Flame, Gertrude Crownfield, cloth.

Travel

Things Seen in London, A. H. Blake, M.A., cloth, $1.50; South of Suez, William Ashley Anderson, cloth, $3.

S. B. GUNDY

Fiction

The Gorgeous Girl, Nalbro Bartley, cloth, $1.75; Kathleen, Christopher Morley, cloth, $1.25; Full Speed Ahead, Henry B. Beston, cloth, $1.50; A Pilgrim Maid, Marion Ames Taggart, cloth, $1.60; Something Else Again, Franklin P. Adams, cloth, $1.50; Some of Us Are Married, Mary Stewart Cutting, cloth, nett $1.75; Stories of the Saints, Grace Hall, cloth, nett $1.50; Unsolved Riddle of Social Justice, Stephen Leacock, cloth, $1.25.

Non-Fiction

Woodrow Wilson and His Work, William E. Dodd, cloth, nett $3.

HODDER AND STOUGHTON, LTD.

Fiction

Sweethearts Unmet, Berta Ruck, cloth, $1.75; House of Dreams Come True, Margaret Pedler, cloth, $1.65; Cathy Rossiter, Mrs. Rickard, cloth, $1.65; Bachelor Husband, Ruby M. Ayres, cloth, $1.65.

Non-Fiction

An Irishman Looks at His World, Geo. A. Birmingham, cloth, $1.65; Life and Letters of St. Paul, David Smith, cloth, $6; Case Against Spiritualism, Jane T. Stoddart, cloth, $1.50; British Campaign in Nearer East, Edmund Dane, cloth, $5; British Campaign, 1918, Sir A. C. Doyle, cloth, $5.

MACMILLAN CO. OF CANADA, LTD.

Fiction

Legend, Clemence Dane, cloth, $2.

Non-Fiction

A Quaker Singer's Recollections, David Bispham, cloth, $4.50; Catalysis, Rideal and Taylor, cloth, $5.75; Liberty to Brest Litovsk, Williams, cloth, $5.50; Theodore Roosevelt, School Edition, James Morgan, cloth, $1.25; Introduction to Anthropology, E. O. James, cloth, $2.50; The Ministry of Reconciliation, J. R. Gillies, cloth, $2; The Gunroom, C. L. Morgan, cloth, $2.50; The Army and Religion, Rev. D. S. Cairns, cloth, $2.50; The Soul of Ireland, W. J. Lockington, cloth, $2; Satire in the Victorian Novel, F. T. Russell, cloth, $2.75; Caught by the Turks, F. Yeats Brown, cloth, $2.25; Golden Whales of California, Vachel Lindsay, cloth, $2; Armenia and the Armenians, Pierre Crabites, cloth, $1.50; The Young Man and Teaching, H. R. Wright, cloth, $1.75; The Young Man and the Law, S. E. Baldwin, cloth, $1.75; A Living Wage, John A. Ryan, cloth, $2.25; Art of Theatrical Make-up, J. Norton, cloth, $1.65; School Boys of Other Lands, A. R. Hope, cloth, $1.65.

Juvenile

McKickshaws at School, A. R. Hope, cloth, $1.65; Charlie's Mascot, H. C. Hooke, cloth, $1.65; A Cavalier Maid, Knipe, cloth, $1.75.

McCLELLAND & STEWART, LTD.

Fiction

The Rebels Up, G. A. Birmingham, $2; September, Frank Swinnerton, $2; Possessed, Cleveland Moffett, $1.75; A Place in the World, John Hastings Turner, $1.75; The Ranchman, Charles Alden Seltzer, $2; Fire of Youth, Henry J. Forman, $2; The Disappearance of Kimball Webb, Rowland Wright, $2.

Non-Fiction

Psychology and the Day's Work, Edgar James Swift, $2; The Physical Phenomena of Spiritualism, Hereward Carrington, Ph.D.; The Coming Science, Hereward Carrington; South, Sir Ernest Shackleton, $7.50; Games of Chess, Charousek, $2.50; Chess Openings: First Series, Du Mont, $1.25; Mince Pie, Christopher Morley, $1.75.

GEO. J. M. McLEOD, LTD.

Fiction

The Splendid Outcast, George Gibbs, $2; Taxi, Geo. A. Chamberlain, $1.60; The Eye of Zlitoon, Talbot Munday, $2; Leave it to Doris, Ethel Hueston, $1.50; Strange Case of Mortimer Fenley, Tracey, $1.90.

Non-Fiction

Fear Not the Crossing, Gail Williams, $1.25.

THE MUSSON BOOK CO.

Fiction

Ludendorff's Own Story, Eric Von Ludendorff, cloth, 2 vols, $8.50; Raymond Robins Own Story, Raymond Robins, cloth, $2.25; The Inside Story of the Peace Conference, Dr. Ed. J. Dillon, cloth, $2.50; Our Unseen Guest, Anonymous, cloth, $2.25; The Book of the Damned, Charles Fort, cloth, $2; Ballards of Old New York, Arthur Guiterman, cloth, $1.75; The Strangers' Banquet, Donn Byrne, cloth, $2; Poor Relations, Compton MacKenzie, cloth, $2; The Man of the Forest, Zane Grey, cloth, $2; The Swing of the Pendulum, Adriana Spadoni, cloth, $2; Duds, Henry C. Rowland, cloth, $1.90.

RYERSON PRESS

Fiction

Raspberry Jam, Carolyn Wells, cloth, $1.75; The Outlaw, Maurice Hewlett, cloth, $1.75; The Scarred Chin, Will Payne, cloth, $1.75; Sunny Ducrow, Henry St. John Cooper, cloth, $1.75; 'Trailin', Max Brand, cloth, $1.75; The Gold Girl, J. B. Hendryx, cloth, $1.75; In the Shadow of Lantern Street, H. G. Woodworth, cloth, $1.75; The Husband, E. H. Anstruther, cloth, $1.75.

Non-Fiction

Korea's Fight for Freedom, F. A. McKenzie, cloth, $2.25; The Great South Land, W. H. Koebel, cloth, $4; Studies of Plant Life in Canada, Catharine Parr Trail, cloth, $2.50.

Juvenile

Boys' Book of Frontier Fighters, Edwin L Sabin, cloth, $1.75.

COPP-CLARK CO.

Fiction

Tatterdemalion, John Galsworthy, cloth, $2.00; Red Seal, Lincoln, cloth, $2.00.

Special Canadian Edition

The Adventures of Jimmie Dale, Packard, $1.25; The Further Adventures of Jimmie Dale, Packard, $1.25; The Wire Devils, Packard, $1.25; The Sin That Was His, Packard, $1.25; The Beloved Traitor, Packard, $1.25; Greater Love Hath No Man, Packard, $1.25.

Canadian Book Fair---Why Not?

What Live Canadian Bookseller Will Be First to Put Across This Idea?

WHO is going to be the first bookseller to adopt the "Canadian Book Fair" idea of creating big interest in Canadian literary lore, thus promoting greater sales of books by Canadian writers and about Canada?

This suggestion came to the writer while reading in the "Publishers' Weekly," an acount of "A Hoosier Book Fair" held by L. S. Ayres & Co., of Indianapolis. During the week of March 1 they held this book fair, an event that brought large numbers to the store and proved a most successful feature.

On a dozen or more tables were arranged Indiana literature in groups, and on each table was an enormous book, built of card board and opened in the middle as if to indicate that books were gates to pleasures beyond. There was a Tarkington table, one devoted to Gene Stratton-Porter, to the "Little Colonel" series, a Riley table, of course, and one for other Hoosier verse, Gillian, Nesbit and Herschell, a table for Meredith Nicholson, and one gathering together many of the popular novelists of the state, Eggleston, Maurice Thompson, Elizabeth Miller, George Barr McCutcheon, Eleanor Atkinson, and others.

On the walls of the room were handsomely framed portraits of Hoosier writers, including not only those mentioned above, but others, such as Charles Major, Kin Hubbard, George Ade, Robert Cortes Holliday. Theodore Dreiser, Max Ehrmann.

In glass cases were numerous exhibits of interesting letters and manuscripts gathered from many sources. Many of them were contributed by Mrs. Charles Major from her husband's library. A very interesting item was a letter from Longfellow to Riley in 1873, the letter that did so much to encourage Riley to continue in the writing of poetry; also, a letter from Theodore Roosevelt to Maurice Thompson, encouraging him in this line of work.

Grosset & Dunlap had supplied an exhibit on how "A Popular Log Became a Popular Book," showing the progress of paper making and printing through the various processes to the complete volume.

Each day was devoted to a reception and talks by various writers, and an auditorium seating some three hundred people was filled on each session.

The exhibit was timed to emphasize the one hundredth anniversary of the founding of the city of Indianapolis, and the plans were laid by Miss Eleanor Foster, head of the book department of L. S. Ayres & Company. The firm found that this occasion was a very successful event for their store.

Think of the wealth of Canadian lore that is available for the Canadian Book Fair idea!

What live Canadian bookseller is going to first put it across?

FOR BOOK ADS.

Here are a few extracts from a book advertisement which will be good to work into the newspaper advertisements of any bookseller:

Books are not explosive. Canadians pay more for a theatre ticket or a dinner than most books cost. They are easy to buy. Some people like to read book news and reviews and choose exactly what they want. Some people leave a standing order with a bookseller to send a certain number of the best new books each month; then they read them as occasion serves. Books await your pleasure. If you have more in the house you will read more.

If you come across a book now and again that for you is simply a failure, chuck it and try another one. Plays are often failures for you, and dinners, lectures, music and what not, but you try again with them. Try again with books.

Why not buy and read more books? Why not get the habit if it is a good one. Good habits are formed in the same way as bad ones—by deliberately willing to do an unusual thing until it becomes usual. Then the will is not needed for that good thing.

NEEDLESS BUYING NOT WANTED BY UNITED STATES

The announced intentions of manufacturers and distributors of commodities to confine their purchases within the Dominion has occasioned comment on the whole situation both in Canada and the United States. The views of American business men are interesting in this connection. The following comment on the desirability of the removal to the present barrier to trade is made by a New York writer:

" 'The Buy-in-Canada' movement is reported in banking circles to be gaining considerable momentum, and, it is hoped, will have some effect in steadying exchange. Recent trade statistics indicate that Canadians have been buying large quantities of non-essential merchandise on this side of the border, and it is this class of imports that the movement, together with the natural barrier raised by the premium on American dollars, ruling above 15 per cent., is expected to check. That some Canadian importers are limiting ther purchases here to those items for which sellers will accept payment in Canadian money in Canada is admitted, but that there is any concerted campaign to this end is doubted. No estimate is available as to the amount of American balances tied up in Canada, but these are stated to be large and increasing. Meantime bankers do not anticipate gold shipments or other temporary expedients to correct the exchange position, as such measures would encourage unnecessary buying here."

HELPS BOOKSELLERS

Through the Haskin Information Service of Washington, newspapers throughout the country are distributing many copies of a sixty-eight page booklist entitled "Eight Hundred Useful Books." This list has been edited for them by Miss Sophie H. Powell of the American Library Association War Service, and includes the most popular titles from previous catalogues entitled "One Thousand Technical Books" and "Five Hundred Business Books." Such distribution cannot but help in stimulating the already rapidly increasing interest in vocational and practical books, and should help business with the publishers and also with the retailers.

THE RED SEAL

On trial for breaking into the home of Colonel McIntyre, the defendant falls dead in the court room. Who is this unknown prisoner, and what is the cause of his mysterious death, and who is responsible for Colonel McIntyre's missing bonds? That is the plot of Natalie Lincoln's latest detective story, "The Red Seal."

JUST A SCHOOL BOOK

An acquaintance of ours recently wandered into a big store book department to buy a book. A willowy, gum-chewing female product of modern intensive culture kindly postponed a jazz conversation to inquire "what he'd have."

"Have you any of the new books?"

"Yes, right over there."

Finding nothing of much interest among the books on the table he wandered over to a despised little stack of pocket editions and there found a copy of one of Shakespeare's plays.

"I think I'll take this one," said he to the clerk.

"Oh-s-say, mister, I don't think that will be much good, it's just a school book."

A Music Trade Nuisance

Sheet Music Hounds Who Are Hangers-On of Theatrical Troupes Have Unfair Advantages

TORONTO music dealers, among whom are numbered a good proportion of retail stationers, are waging a fight against the music hawkers in the theatres who are "hangers-on" of the theatrical troupes and are able to sell, in Canada, sheet music, published in the U.S., at less than copies can be laid down by Canadian dealers.

A Toronto music dealer can buy a certain number of songs, they stated (22½ cents per copy in New York; exchange, duty and freight bring this amount to well over 31 cents. If they buy a large quantity each song will cost them between 29 and 30 cents. Yet, say these dealers, the theatre music dealer offers them the songs at 25 cents each; and himself sells the songs in the theatres at 30 cents each. How is this done?

A local dealer told of a wide-awake customs officer who called upon a theatre hawker some time ago for his customs receipts for the music he was selling. The hawker was caught napping. How many of these hawkers withstand the temptation to smuggle their wares through customs among the "props" when the back of the property man is turned?

Speaking of this evil, Charles Musgrave, one of the most prominent music dealers, pointed out that the system works out to the disadvantage both of the owners of the copyright and the production.

"For instance," he said, "if a musical play is announced as coming to Toronto, without a hawker, I can make arrangements to have a stock of the music in advance. Advertising my stock, I advertise the play. The greater number of songs is not sold during the stay of a piece in Toronto, but the week after, when the people want to recall a song that took their fancy. On the other hand, the theatre hawker, for some reason or another, is able to undersell me during the run of the play—and afterwards prospective customers say to me: 'This piece was sold cheaper at the theatre—this man is a profiteer.'

"I have big taxes in this city, and the theatre hawker has none. Many much smaller cities than Toronto saw the evil some years ago and imposed a prohibitive 'transient traders' tax'—sometimes of $100 per night."

Has Your Insurance Increased With the Value of Your Stock?

Many Merchants May Have Forgotten That Their Stock Has Increased in Value 100 Per Cent., While Their Insurance on Same Has Stood Still—Delay May be Fatal

IF A fire should break out in your store to-day and your stock were ruined either by flames or water, how would you be fixed for insurance? No doubt you have insurance placed on your stock; perhaps you have carried the same insurance for years and feel snug with contentment, so far as the possibility of fire with its ruinous consequences are concerned. Premiums have been paid promptly on the $5,000, $10,000, or $20,000, or more, worth of insurance that you have been carrying; the rest you leave in the hands of a merciful Providence.

But—

Providence, however, usually helps those who help themselves. Have you overlooked the fact that, during the last four or five years, your stock has increased in value from 50 to 100 per cent.? Did you ever sit down to figure out what it would cost to replace the stock you are carrying to-day, and then to compare that figure with the amount of insurance you are carrying on that stock? It might be time very well spent and it might, in addition, bring you very sharply to time with regard to insurance. Many merchants may have forgotten that their protection against fire has stood still while the value of their stock has been going up by leaps and bounds.

Stock Protection as Important as Self Protection

It is just as important to the welfare of your business that your stock be protected as that you, yourself, should be protected both by life-insurance and a salary from your business. Many of the leading financial men in big firms, or the heads of big concerns are increasing their business life assurance to protect their business against the possibility of shock should they suddenly die. Such a shock is inevitable when the directing head of a great institution is suddenly taken off. Every merchant should give his own business the same protection. All good merchants do. Every merchant knows that his stock to-day is almost twice as valuable as it was before the war and that it would cost him more than much to replace it. You always figure, of course, the fire will never come nearer you than next door. But it may. How are you fixed for such an eventuality? This is a reminder to the man who has not attended to insurance matters.

PHONOGRAPHS IN SCHOOLS

Another instance of the use of phonographs in schools is reported from Owen Sound, where the Ryerson School now has a talking machine. It was purchased by the students from a school fund that has been raised at one time and another under the supervision of Principal Douglass. The new instrument is supplied with records of an instructive character and is taken from room to room as required, each class having the machine in turn for half a day. The idea is very popular with the pupils and it is to be hoped that it will prove to be very useful in increasing interest in the different classes. This suggests opportunities for dealers in other towns to cultivate sales of talking machines and records to schools.

KATHLEEN

Christopher Morley's "Kathleen" is a long short story, but not long enough for any reader with a sense of humor, and it shows the versatile young author in a new field, the farce. It treats of the sad ravages love makes upon fraternal ties, duties and dignity. Upon the "Scorpions" assembled to discuss things literary and culinary, drops a missive from "Kathleen." How the "great Kathleen quest" began—and ended—fills every page with laughter.

WHY NOT HAIR NETS

The question of side-lines is one that is continually cropping up in the book and stationery business. What class of goods should be carried? This is a query that is often heard, but it is doubtful if any definite answer can be given. "Anything that is salable," some say, but all things being considered, there are a number of points such as location and competition to be pondered over before reaching a decision on the matter.

One good policy is to handle what the people want to buy.

"Now, I carry a line of merchandise which I consider an excellent thing. It does not mean $1,000 every year or anything like that, but it means good revenue and more customers, just the same," said one Toronto dealer. He keeps a number of these nets in a box on the counter at all times and finds it to be a particularly good side-line.

The total revenue might not be considered big, but every dollar counts these days and the revenue is big enough to warrant a man handling the line. There is a steady sale for these nets and a good way to sell them is to keep them on the counter where they will be seen.

"What a Funny Thing-"

A woman comes in, and, seeing these nets, exclaims: "Oh, they keep hair nets! What a funny thing for a book store!" She may consider it strange but in a day or so, when she happens to need a net, she is back again to buy one. And the chances are that she becomes a steady customer for hair nets."

For the amount of space they take up these same hair nets are about as good producers of profit as any line a stationer can handle.

WELDON ROBERTS
RUBBER ERASERS

Weldon Roberts' erasers are as highly prized in every other commercial country as they are in the United States and Canada. Their excellence has made them the World's Quality Standard. There are 88 styles.

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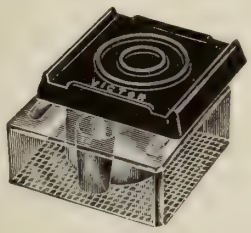
When ordering from your jobber specify our well-known brands, Good Luck, Oak Leaf, St. Lawrence, Sports, Golfer, Royal Whist. We also manufacture playing cards for advertising purposes.

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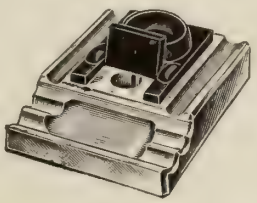
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Wholesale and Manufacturing Stationers

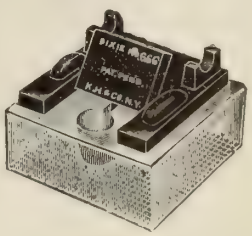
Under the names of "Dixie," "Victor," "Royal" and "Gardner," we manufacture 59 different styles of glass inkstands, having ink-protecting, ink-preserving, ink-saving tops.

Catalogue sent upon request



No. 15 Victor


No. 625 Dixie



No. 666 Dixie

GLASSWARE *for* STATIONERS

We are specializing on the needs of a stationer. Our large factory is equipped to serve you promptly with reliable merchandise.

Let us send you our illustrated catalog with trade prices.

McKEE GLASS COMPANY, Jeannette, Penna.



Office Equipment and Business Systems

Selling Carbons and Ribbons

Recommendations That Will Help Stationers to Standardize This Department and Build Up Trade

Among the good suggestions brought out in the Retailers' Convention at the recent convention of the National Association of Stationers and Manufacturers at Richmond, Va., was one by Mr. Cole, of Lawrence, who stated that his representatives and his own personal calls upon customers he secured all information possible concerning the kind of typewriters used, the size, number, the kind of carbon and ribbon preferred, color, size, etc. This data Mr. Cole enters on a card index, and later sends a sales letter to these prospective customers in which the information ready secured is used to make a good sales talk and a sale offer. This method, Mr. Cole said, was not only good advertising and brought the store to the attention of customers, but the net result was to double the carbon and ribbon business of the firm.

The committee on carbons and ribbons brought in these recommendations:

"A.—Select some one of the leading brands of typewriter ribbons and carbon papers, and specialize on this particular brand. By so doing, you can secure the heartiest co-operation of the manufacturer, in your advertising and sales promotion.

"B.—Have one person in the department thoroughly post himself in all the details of the business, the uses of the various grades, etc. If possible, have him visit the factory so that he can see how the goods are manufactured. This person should also familiarize himself, to a certain extent, with other makes and grades of carbon paper and ribbons.

"C.—Assign a certain section in the store (we would suggest near the typewriter papers), for this department and equip it with cabinets and boxes so that the goods can be conveniently shown, and the stock easily taken care of. It pays to make sure that each customer receives the quality, weight and kind of carbon paper best suited to the uses to which it is to be put, and in the case of typewriter ribbons, the clerk should ascertain the style of the machine, the type used on same, also whether or not the stenographer, who is to use it, has a light or heavy touch. There is quite a difference in stenographers in this particular. In other words, your clerk should be able to give expert advice in these matters. Most complaints are caused by trying to use a ribbon or carbon paper not intended for the use to which it is being put. You can get many helpful suggestions along this line from the manufacturers and trade papers.

"D.—Finally, see that the standard prices on the goods are maintained. Build up your business on quality and service.

"We feel confident that there is a good, profitable field for typewriter ribbons and carbon papers in most of the commercial stationery stores."

To Simplify Loose Leaf

Standardization of Lines Being Promoted in United States—Loose Leaf Week Great Business-Getter

THAT the loose leaf line is becoming entirely too large for the dealer in stock size and styles, consequently he will have to order single items, increasing the cost of handling both to the dealer and manufacturers, was the conclusion of the special committee on Loose Leaf at the annual convention of the National Association of Stationers of the U. S.

"During the last four years the manufacturers standardized their lines and prior to the introduction of these special sizes the dealer enjoyed a reasonably profitable return on loose leaf business.

The special loose leaf display weeks proved a big success, the trade papers co-operating splendidly by playing up this feature and devoting a large part of their publications to advertising the line of loose leaf devices. The question as to the best seasons of the year for these special display weeks should be debated and decided at this time.

The line of loose leaf is one of the best and cleanest of merchandise the stationer handles, and if it is not simplified so that it can be economically handled by the dealer, a large number of sales will be lost, as most dealers are not fully equipped with expert loose leaf salesmen.

This committee recommends that a committee of ten of the largest buyers of loose leaf devices be appointed by the President, and that he, in turn, act as chairman to set a date that would be satisfactory, to get all loose leaf manufacturers together and devise some plan to standardize the line, both in style size and pricing. This would not only eliminate a large number of styles and sizes, but place this commodity on a uniform basis which would greatly benefit the members of this association."

The chairman of the committee was authorized to appoint the special committee of ten.

MEMORANDUM BOOKS

Several number of memorandum books have been dropped by the manufacturers, enabling the retailer to reduce his stock materially. The manufacturer has been rather hard put to find a substitute for genuine leather both in cowhide and Russia, for memorandum books. It is understood that the leather being purchased to-day is of an inferior quality and that the manufacturer is unable to get the required number of pieces from these skins which they are purchasing so as to keep the price of genuine leather memorandum books somewhere within reason.

A very good substitute has been found which several of the manufacturers have been using instead of the genuine leather and the trade has evidently received it with approval because sales of memorandum books have been steadily increasing.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

The Self-Filling

WILLARD

FOUNTAIN PEN

Fully Guaranteed

Fitted with our Patented, Self-regulating "Automatic" Feed. Indestructible Reservoir Sac. 100% Ink Capacity. Full size 14 kt. Gold Pens, tipped with hardest Iridium.

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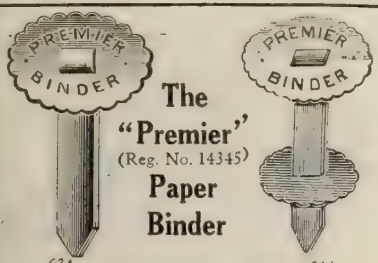
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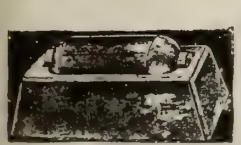
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Inkstands

Automatic Wood Glass



Defiance Mfg. Co.

384 B'way, N.Y.

NEW GOODS
DESCRIBED AND ILLUSTRATED

NEW SPECIALTIES

A correspondence distributor and a perforator are two new products which have recently been added to the line manufactured by the Globe-Wernicke Co.

The distributor is for the use of the file clerk, who can sort his mail according to alphabetical order, before he begins filing the letters permanently. A clerk will oftimes waste valuable time walking up and down in front of a battery of filing cabinets, first filing a letter from the Acme Veneer Co., under "A" and then walking a considerable distance to file Zero Refrigerating Co., under "Z." With this new distributor in use the file clerk distributes all paper between guides and then the "A's" are filed first and so on through the alphabet.

The second item is their Globe Perforator in which many new improvements have been made. This perforator cuts holes ¼ inch in diameter and 2¾ inches between centres. Each is fitted with a metal cup in base to receive cuttings and also an adjustable sliding gauge governed by a set screw.

A NEW CHAIR PAD

The Widney Manufacturing Co., 322 S. Jefferson St., Chicago, Ill., have turned out a cushion designed primarily for uses in office chairs. It is thicker and softer than their felt seatpads, without being thick enough to throw the user out of balance with his chair.

This quilted chair cushion, like the felt seatpad, has no straps, but is attached to the chair with the Widney patented sliding slot with patent anchor which prevents the cushion from working off the seat or being lifted off accidentally, yet it always "moves as you move, but never leaves the chair."

The top is felt cloth, the bottom sateen, and it is strongly bound with special silk edging.

A GOOD EXHIBITION

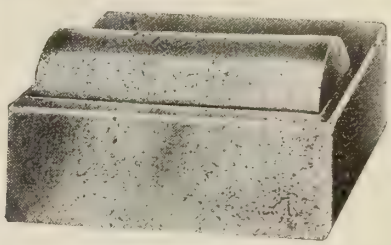
This year's exhibition of holiday goods at the Copp, Clark Co., being held as usual on the fifth floor of their warehouse, is a remarkably fine show, and is attracting buyers in large numbers. The show this year is marked by a still greater proportion of goods of this

The Moistener De Luxe

Bankers' Sanitary Moistener

Unbreakable with ordinary use, made entirely of metal, mostly brass. Guaranteed rustproof. Extra wide moistening roll — three inches wide, of special composition that carries water in a thin film, adequate for all purposes; yet will not flood small gummed labels and stamps, destroying their adhesive qualities before affixing.

Our De Luxe finish is distinctive and makes an attractive addition to any office. Packed in individual cartons.



Our distributors' discounts are worth while

RYCO TAPE MOISTENER

ADDS TO PROFITS



Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

Retail price, $5 each. Wholesale price, $2.50 each. F.O.B. Bellows Falls, Vt.

WRITE FOR PRICES AND SAMPLES OF SEALING TAPES.

J.F.RYAN & CO.

52 Vanderbilt Ave., New York

Good Selling Specialties for the Stationery Trade

---A Guide for Buying and an Aid to Selling---

Dealers: Keep Your Eye on This Department for New Lines

WEBER ARTISTS' MATERIALS

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Tempera Canvases and Academy Boards

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Finely Prepared Artists' Oil and Water Colors

Pastels and Pastel Painting Materials

Fine Quality Brushes

Poster Show Card Colors

Air Brushes and Materials

Catalogue on Request



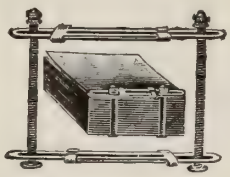
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Manufacturing Artists Colormen since 1854.

Factories and Main House: Philadelphia, Pa.

Branches: St. Louis, Mo.; Baltimore, Md.

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

F-B MANUFACTURING CO.

1228 Intervale Avenue, New York



DESK PADS

Good Merchandise—Fair Prices

Satisfaction Guaranteed on all specialties

Leather and Brass Corner Desk Pads

L. SAINBERG

65-67 HOUSTON ST. NEW YORK

Canadian Representative

Standard Distributing Co., Guy Block Montreal, Que.

firm's own manufacture, among which holiday papeteries constitute an outstanding feature. Christmas and various other greeting cards and postcards, games, novelties, and an infinite variety of specialties in season goods, particularly for Christmas trade are on display and the show as usual includes an extensive array of toys, from toy books to elaborate editions de luxe.

NEW LINE OF STOCK CERTIFICATES

The Mysell-Rollins Bank Note Co., 32 Clay St., San Francisco, Calif., are manufacturing a new line of fine stock certificates, including over 100 attractive designs suitable for all classes of corporations. They are looking for selling agents to place the line before the trade.

DISPLAY SIGN SAVES SPACE

The L. E. Waterman Co. are offering to the trade a new ink display sign. It is attractively lithographed in several colors. The bottles, labels, etc., are reproduced in their actual colors and size. The sign folds up to a size 21½x27½ inches, and when open the bottles stand out from the background, making a very natural and varied ink display in much less space than would be required for the actual bottles.

CHECK STUB HOLDER

One of the petty annoyances incidental to using a checkbook with a three-spread check arrangement is the manner in which the old stubs persist in getting in the way. To avoid this there is now on the market a check stub holder. With this novel device old stubs are firmly held in place, out of the way, and check writing is made more convenient. The holder is strongly constructed along very simple lines. It is a product of the Defiance Manufacturing Co., 384 Broadway, New York.

ROAD GUIDES

"Appleton's Road Guides," include maps that give complete and accurate information. Chief roads are indicated in color and are based on information supplied by the leading automobile clubs of the Province. The maps are printed in two colors from entirely new engravings.

Travellers can get complete information regarding railroads and electric lines from these guides, as well as information regarding every village and hamlet not shown on usual postal map.

There are four sections, three covering sections of Ontario and the fourth the most traveled section of Quebec.

Pugh Specialty Co.

LIMITED

38-42 Clifford Street, Toronto, Canada

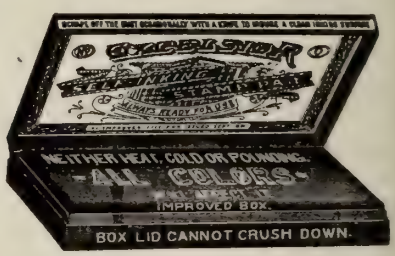
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We own or control 5 Factories

Our Lines

French Ivory.
Pennants, Cushions and Textile Novelties.
Supplies for Celebrations, Old Boys' Re-Unions, etc.
Tag Day Supplies.
Advertising Signs and Banners.
Purses, Wallets and School Bags.
Powder Puffs.
Souvenir Novelties.
Booklets, Post Cards, etc.
Toy Books.

If you don't get our Catalogue regularly, send us your name. It's well worth having.



Known and sold wherever Rubber Stamps are used

B. G. Volger Mfg. Co., Inc.

Passaic, N.J., U.S.A.

Our Specialty:

STAMPING INKS OF ALL KINDS



Catch-All Basket
Half Steel, Half Coppered Wire
Mfg. by

Macdonald Wire Goods Co.

Drummondville, P. Q.

Good Selling Specialties for the Stationery Trade
—A Guide for Buying and an Aid to Selling—
Dealers: Keep Your Eye on This Department for New Lines

"The Guarantee of Quality"

FULTON

Self-Inking

Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing
Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

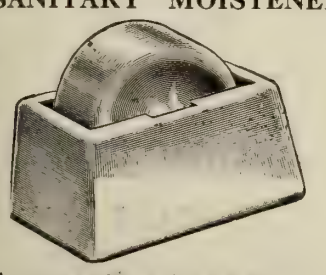
THE APEX TEN TONE NEEDLES

each playing 10 records.
Also
ordinary NEEDLES
and SPEAR POINTS.

DELIVERIES of any quantities can be despatched immediately.

BROADWAY SMALLWARES CO.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND

CADO
SANITARY MOISTENER



Attractive in Design, Quality, Packing and Price.

Cushman & Denison Mfg. Co.
New York, U.S.A.

LISTS RECEIVED

From Thomas Allen come lists featuring the new Rand, McNally black and white mileage maps, covering different states of the Union and Provinces of Canada.

These maps are made 14x21 inches, or larger, folded in an ornamental cover, convenient pocket size and comfortable to handle.

Steamship lines on inland lakes, as well as coastwise, are shown and named, and the relative importance of centres of population is indicated by appropriate symbols.

A ready reference list of cities and towns, indexed, and with the latest estimate of population accompanies each map.

These mileage maps will be found most convenient in making and checking travelling expenses, assigning territory, etc.

The Canadian maps are not out yet, but are to be ready shortly.

NEW MOISTENERS

Moistening devices are an ever popular staple with the stationer, and one on which ready sales are made at all seasons. One of the latest articles of this kind to be seen comes from the Frank A. Weeks Manufacturing Co., 93 John street, New York. It is compactly constructed of all metal and heavily nickel-plated, giving it a handsome appearance. It is supplied with a long revolving metal roll that can be constantly moistened on turning, as it is immersed in a water tank. The main features are the simplicty of construction, the unbreakable nature of the device, its lightness and the simple manner in which it can be taken apart and cleaned. It is made for long, hard wear and should find a place on the shelves of dealers. Another staple that has been modernized by the Frank A. Weeks Manufacturing Co., 93 John street, New York, is an oblong glass sponge container with a red rubber sponge. The feature of the new device is the fact that the overflow that is incident to the using of such moisteners is provided for and the water runs off into the reservoir through notches in the glass at the sides of the container. This avoids wetting the hand when using the moistener. The device is handsomely gotten up in clear glass and it should prove a rapid seller.

Quick Selling Penny Lines

DREAM BOOKS.
GIPSY FORTUNE TELLING.
TEA LEAF FORTUNE TELLING.
RIDDLES AND JOKES.
PICTURE RIDDLES.
OLD MOORE'S ALMANACS.
The Original Edition.

GOODE BROS., LTD.
(1913)
ARIEL WORKS
88-90 CLERKENWELL ROAD
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Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

HAVILAND'S
SEMI-LIQUID PASTE

Pure white. Remains in liquid formation even when exposed to the air. Wonderful adhesive qualities. A strictly Canadian product. All ingredients, bottles, labels, etc., made in Canada.

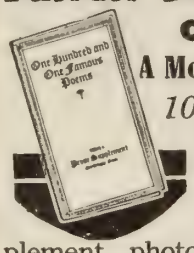
BUY MADE-IN-CANADA GOODS

Good Profit for dealers. Made in the following sizes: 5oz. and 8oz. bottles with adjustable brush and 32 oz. (quart,) 128 oz. (gallon) Jars. Send for Price List.

A. R. HAVILAND & CO., Mfgrs.
769 DUNDAS ST. W. TORONTO

BOOK BUYERS' GUIDE

Fastest Selling Book of Its Kind



A Money Maker for You

101 Famous Poems is a splendid collection of the very best poetry of all time, with a prose supplement, photos of authors, etc. Handy size (4½x8.) A book needed in every home.

Special Trade Prices:

Crash finish cover, retails 15c, trade price 9c; Hard Board Cover retails 25c, trade price 15c; De Luxe binding, retails $1.50, trade price 90c. F.O.B. Chicago. In lots of 25 or more, 6 months return privilege. Order your supply today. *Sample copy free.*

De Luxe Binding This fine binding makes a gift book of unusual attractiveness, and is a fast seller. Rose colored silk finish cover. (101)

We also Publish:
101 Best Songs—*4 Million Sold.*
FAVORITE SONGS, *Catholic Edition.*
EVERYDAY SONGS. *For Young Voices.*
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320 Pages ILLUSTRATED
By Dr. WINFIELD SCOTT HALL, Ph.D.
Noted Authority and Lecturer
PLAIN TRUTHS OF SEX LIFE—What every young man and young woman, every young wife and young husband, every father and mother, teacher and nurse should know.
Sex Facts Hitherto Misunderstood
In plain wrapper for only $1.50 postage 10 cents extra.

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Otto Sauer Series

French, Spanish and Italian Grammars
MADE IN THE U.S.A.
Grammar Separate, $1.00
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Liberal Discounts to the Trade

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PAYSON'S INDELIBLE INK SUPPLIED by all wholesale drug houses in the Dominion. The best seller. Established over eighty years. Ask for counter display stand which greatly increases the sale of ink. Received highest award at many Expositions.

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WORLD-ROMIC SYSTEM, MASTERKEY to All Languages. Six Textbooks, $1.44. French Pronunciation-Chart, 37c; Spanish, 37c. Aviation Dictionary, $1.50. French-English Aviation Dictionary, 61c. Languages, 143 West 47th, New York.

CLERK—EXPERIENCED IN BOOKS AND stationery, for responsible position. Give experience, age, and references. Address Copeland's Bookstore, Windsor, Ont.

A FINE CATALOGUE

One of the finest catalogues ever issued by a Canadian stationery house is that recently sent out by Clark Bros. & Co., of Winnipeg. As regards both appearance and arrangement of contents it is a most creditable book. The lines that receive attention include printers' supplies, school goods, office sundries, stationers' hardware, cards, wrapping paper, bags, twine, pipes, games and a variety of other specialties suitable for stationery stores.

An outstanding feature is the colored plate illustrating Vogue Lawn and the several pages setting forth the various items in the firm's "Sunrise Stationery."

NEW SEMI-LIQUID PASTE

A new manufacturing concern in Toronto is A. R. Haviland & Co., 769 Dundas Street W., Toronto. This concern is making a meritorious new adhesive, being marketed as Haviland's Semi-Liquid Paste. It is a pure white paste and retains its semi-liquid state even when exposed to the air. It is being put up in 5 oz. and 8 oz. bottles with adjustable brush and also in 32 oz. and 128 oz. jars.

Mr. Haviland is well known to the Canadian stationery trade, having for five years been on the road for A. R. MacDougall & Co., latterly as city traveller in Toronto.

ELBF CO.'S NEW LIST

The new dealers' price list No. 12, of the Elbe File & Binder Co., of New York, effective March 25, deals with this firm's extensive line of spring binders, snap-binders, folders, wallets, clip binders, board files, notebook covers, permanent binders and folders, eyelet machines and supplies, together with other specialties of a kindred nature.

PERIODICAL NOTES

Charles Dana Gibson, the artist, now owns a controlling interest in the New York "Life."

CODE WILL FORM

Simple, clear and concise Ready-made Will.

Price $2.00 per dozen.

The Copp, Clark Company, Limited
517 Wellington St. West - Toronto

DR. STALL'S FAMOUS BOOKS

Best Sellers Among Book Staples
Self and Sex Series

Keep these books in sight. They are steady sellers because 90 out of every 100 who pass your store are prospective customers.

What a Young Boy Ought to Know.
What a Young Man Ought to Know.
What a Young Husband Ought to Know.
What a Man of 45 Ought to Know.
Four Books to Women:—
What a Young Girl Ought to Know.
What a Young Woman Ought to Know.
What a Young Wife Ought to Know.
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$1.20 Each.

THE RYERSON PRESS
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RECEIVED BY
STATIONERS
FROM
COAST TO
COAST

BUYERS' MARKET GUIDE

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RELIANCE INK

Smooth Flowing
Never Corrodes
Absolutely Permanent

Reliance Ink Co., Ltd.
Winnipeg, Man.

INK
The Ink You Can Rely On

Dealers who are interested in
SIGN WRITING SUPPLIES
CARD WRITING SUPPLIES
SCHOOL COLOUR BOXES
Write for our Wholesale Catalogue.
Mention this paper.

ARTISTS' SUPPLY CO.
77 York Street
TORONTO

Your advertisement here

will be read by

Booksellers and Stationers

throughout Canada.

ADDING MACHINE ROLLS
Paper Manufacturers Co., Inc., 526 Cherry St., Philadelphia.

ART SUPPLIES
Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.
Geo. M. Hendry Co., Ltd., 215 Victoria St. Toronto.

BELTS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

BINDERS
Elbe File and Binder Co., 97 Reade St., N. Y. City.

BLACKBOARDS (Slate and Hyloplate)
Geo. M. Hendry & Co., 215 Victoria St., Toronto.

BILL FOLDS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

BLANK BOOKS
Boorum & Pease Co., Brooklyn, N.Y.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Dominion Blank Book Co., Berthierville, Que.
National Blank Book Co. ,Holyoke, Mass.
The Copp, Clark Co., Toronto.

BLOTTING PAPERS
Eaton-Dikeman Co., Lee, Mass.
Menzies & Co., Ltd., Toronto.

CASH REGISTSER ROLLS
Paper Manufacturers Co., Inc., 526 Cherry Street, Philadelphia.

CELLULOID GOODS
E. Davis & Co., Drummond Bldg., Montreal.
Pugh Specialty Co., 38 Clifford St., Toronto.

CHAIR PADS
Can. Manufacturing of Novelty, 13 Boucher St., Montreal, Que.

CODE BOOKS
The American Code Co., 83 Nassau St., New York.
International Cable Directory, 17 State St., New York, N.Y.

CRAYONS
Binney & Smith, New York.
A. R. MacDougall & Co., 468 King St. West, Toronto.

DIE WIPING PAPER
Paper Manufacturers Co., Inc., 526 Cherry Street, Philadelphia.

EYELETTING MACHINES AND EYELETS
Elbe File and Binder Co., New York, N.Y.
Menzies & Co., Ltd., Toronto.
Rivet-O Manufacturing Co., Orange, Mass.

ENVELOPES
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Menzies & Co., Ltd., Toronto.

ERASERS
Menzies & Co., Ltd., Toronto.
Weldon Roberts Rubber Co., Newark, N.J.

FANCY PAPERS, TISSUES AND BOXES
Dennison Manufacturing Co., Boston.
Menzies & Co., Ltd., Toronto.

FILES
Elbe File and Binder Co., 97 Reade St. New York.

FOUNTAIN PENS
Mabie, Todd & Co., 473 College St., Toronto.
A. R. MacDougall & Co., 468 King St. W., Toronto.
L. E. Waterman, Montreal, Que.

INKS, MUCILAGE AND GUMS
Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter's Ink Co., Montreal.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Reliance Ink Co., Winnipeg, Man.
S. S. Stafford Co., Toronto.
"Glucine." Menzies & Co., Ltd., 439 King St. W., Toronto.

INDELIBLE INK
Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS
A. R. MacDougall & Co., 468 King St. W., Toronto.

KINDERGARTEN MATERIALS
Geo. M. Hendry Co., Ltd., 215 Victoria St., Toronto

LADIES' PURSES
Davis Novelty Co., Mappin Bldg., Montreal.

LEATHER GOODS
E. Davis & Co., Drummond Bldg., Montreal.
Davis Novelty Co., Mappin Bldg., Montreal, Que.

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"BEE" BRAND

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SEALING WAX

Factory:
Warriston Works, Edinburgh, Scotland

Waste Paper Balers

The "CLIMAX"
Steel Fireproof Baler
turns your waste into profit.

Made in 12 sizes.

Send for Catalogue.

CLIMAX BALER CO.
HAMILTON, ONT.



TICKET and CONDUCTOR PUNCHES
the best made
The Fred J. Meyer Mfg. Co.
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25 VARIETIES.
Send for price list
The Copp, Clark Co.,
Limited
TORONTO · CANADA

G. L. IRISH
499 Queen Street West, Toronto
Manufacturer and Importer
Pictures, Frames, Mirrors, Statuary — everything in Picture Framing outfits. $150.00 will start you in a profitable line of business. Crayon and Water Color Portrait Enlargements. Send your pictures to me. I will frame them at low prices. I manufacture 500 different pieces of beautiful French bronze finished statues. $75.00 will make a beautiful display.

William Sinclair & Sons, (Stationers)
LIMITED
Otley Yorks England
Manufacturers of Cheap Stationery

The Davis Novelty Company
(Reg'd)
A large assortment of Billfolds and Ladies' Purses in stock.
Also Men's Leather Belts, Boy Scout Belts, School Bags for boys and girls, Photo and Certificate Cases, Cigarette Cases, etc.
Mappin Building, Montreal
Telephone Uptown 398

This Space $3.00 a Year on Yearly Contract

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Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Ltd., 539 King St. W., Toronto
National Blank Book Co., Holyoke, Mass.
Rockhill & Vietor, 22 Cliff St., New York City.
Elbe File and Binder Co., 97 Reade St., N. Y. City.

MAPS AND GLOBES
Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.
Geo. M. Henry Co., 215 Victoria St., Toronto.
The Scarborough Co. of Canada, Hamilton, Ont.

PAPER BALERS
Climax Baler Co., Hamilton, Ont.

PAPER FASTENERS
O. K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Toronto.
Clark Bros. & Co., Winnipeg, Man.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Menzies & Co., Ltd., Toronto.
A. R. MacDougall & Co., 468 Kink St. W., Toronto.

PENNANTS
Can. Manufacturing of Novelty, 1 3Boucher St., Montreal, Que.

PHONOGRAPH SUPPLIES
H. A. Bemister, 10 Victoria St., Montreal, Que.
Arthur H. Kempton, 511 St. Catherine St., Montreal, Que.

PHOTO CASES
Davis Novelty Co., Mappin Bldg., Montreal, Que.

PILLOW COVERS
Can. Manufacturing of Novelty, 1 3Boucher St., Montreal, Que.

PLAYING CARDS
Standard Playing Card Co., Chicago, Ill.
U. S. Playing Card Co., Windsor, Ont.
E. Davis & Co., Drummond Bldg., Montreal.

POST CARDS, GREETING CARDS, ETC.
W. E. Coutts, 145 Adelaide St. W., Toronto.
Menzies & Co., Ltd., Toronto.
Pugh Specialty Co., 38-42 Clifford St., Toronto.
Valentine & Sons Publishing Co., Toronto.

PUNCHES (Cutter, Eyelet, Round-Hole, Etc.)
Rivet-O Manuafcturing Co., Orange, Mass.

PRONG FASTENERS
Rivet-O Manufacturing Co., Orange, Mass.

RUBBER STAMPS, STENCILS, ETC.
Fulton Specialty Co., Elizabeth, N.J.

SCIENCE APPARATUS
Geo. M. Hendry & Co., 215 Victoria St., Toronto.

SCHOOL SUPPLIES
Geo. M. Hendry Co., Ltd., 215 Victoria St., Toronto

SCHOOL BAGS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

SCHOOL AND OFFICE SUPPLIES
Westcott Jewell Co., Seneca Falls, N.Y.

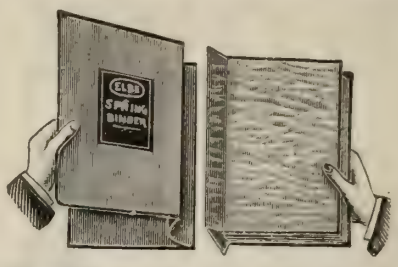
SHEET MUSIC
McKinley Music Co., 1501-15 E. 55th St., Chicago.

STATIONERS' SUNDRIES
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers, Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
E. Davis & Co., Drummond Bldg., Montreal.

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John Heath, 8 St. Bride St. E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
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McFarlane Son & Hodgson, Limited
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PENNANTS PILLOW-TOPS and CHAIR-PADS
MADE BY
Canadian Manufacturing of Novelty
13 Boucher St. MONTREAL

British Goods Are Standards of Value

H. A. COOMBS' CARDED GOODS LONDON E.C.

CARDED GOODS

are the busiest members of a stationer's stock. They work while other goods sleep. To the man in a hurry they are an open directory of his daily wants. Other goods wait for the demand—these British Carded Goods create it. They have a knack of getting in the way of coins, tipping them up and conveying them to the cash till. In short they are silent but forceful examples of the business maxim, "It pays to advertise."

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H. A. COOMBS
10, Farringdon Avenue,
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Hold the Line

Here's the line to hold —John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading Wholesale Houses in Toronto & Montreal

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LONDON, E.C.

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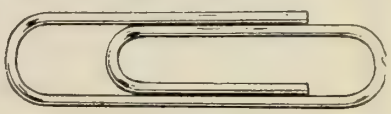
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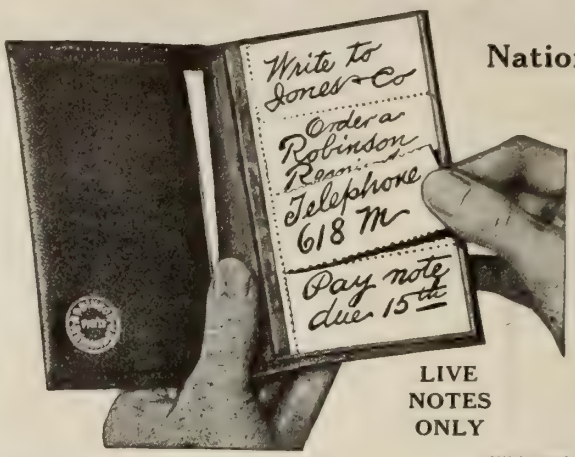
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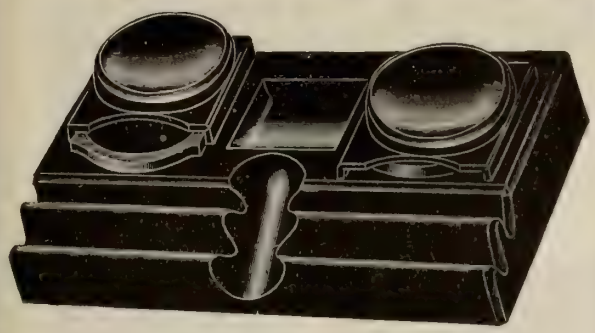
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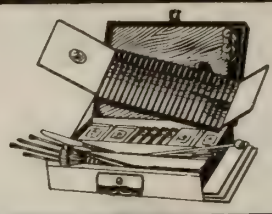
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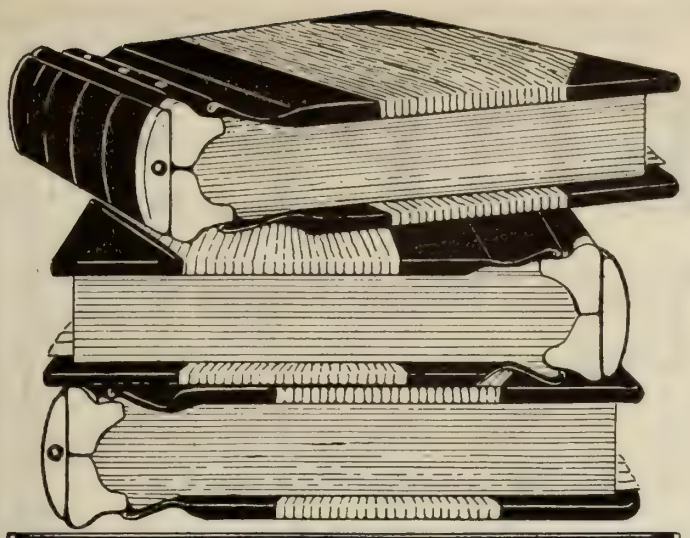
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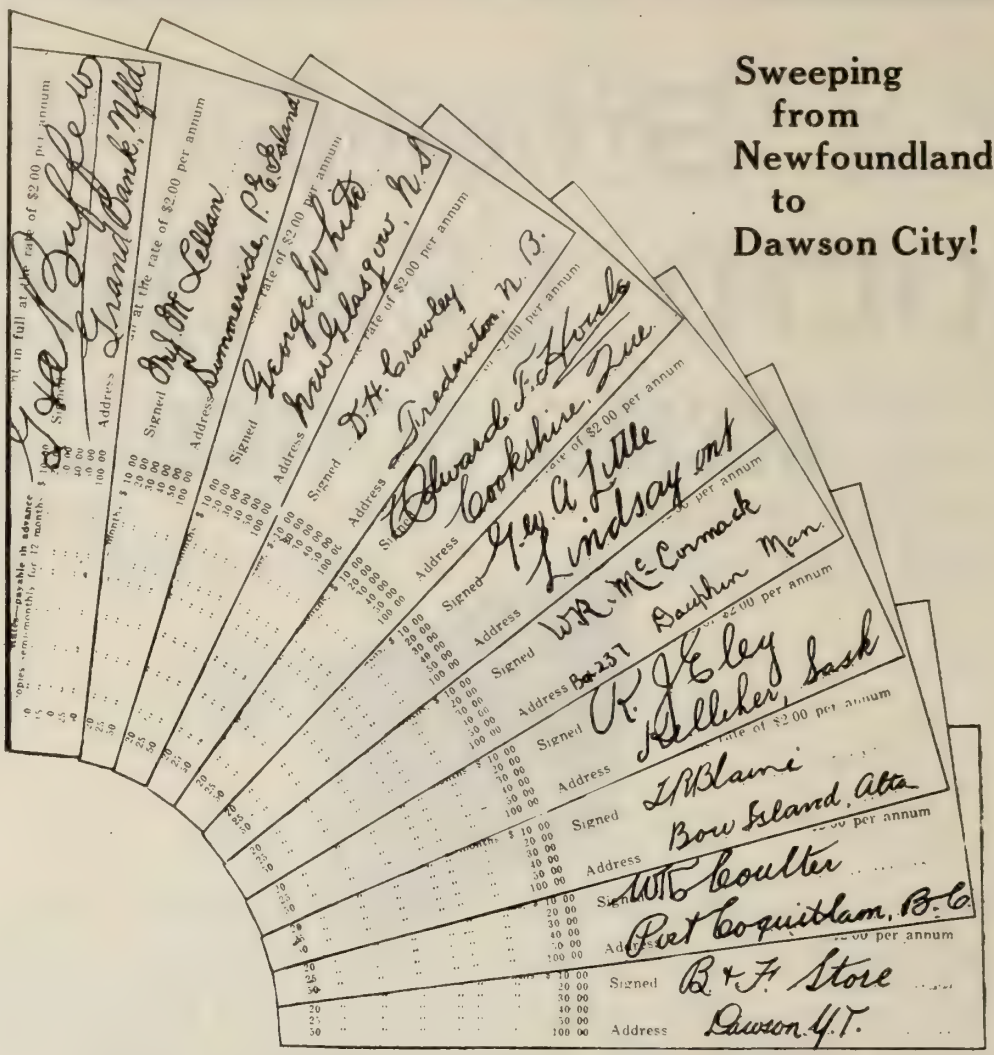
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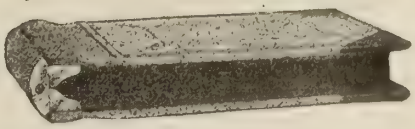
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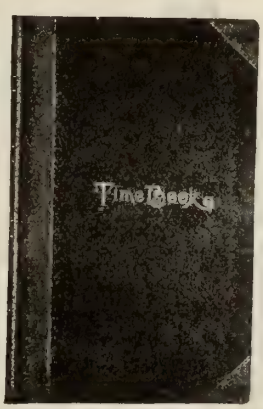
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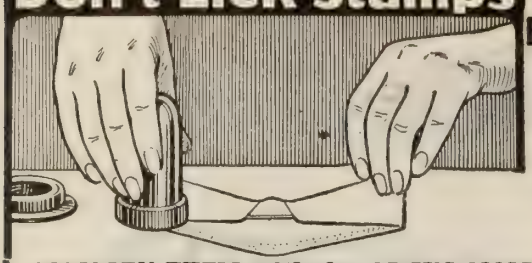
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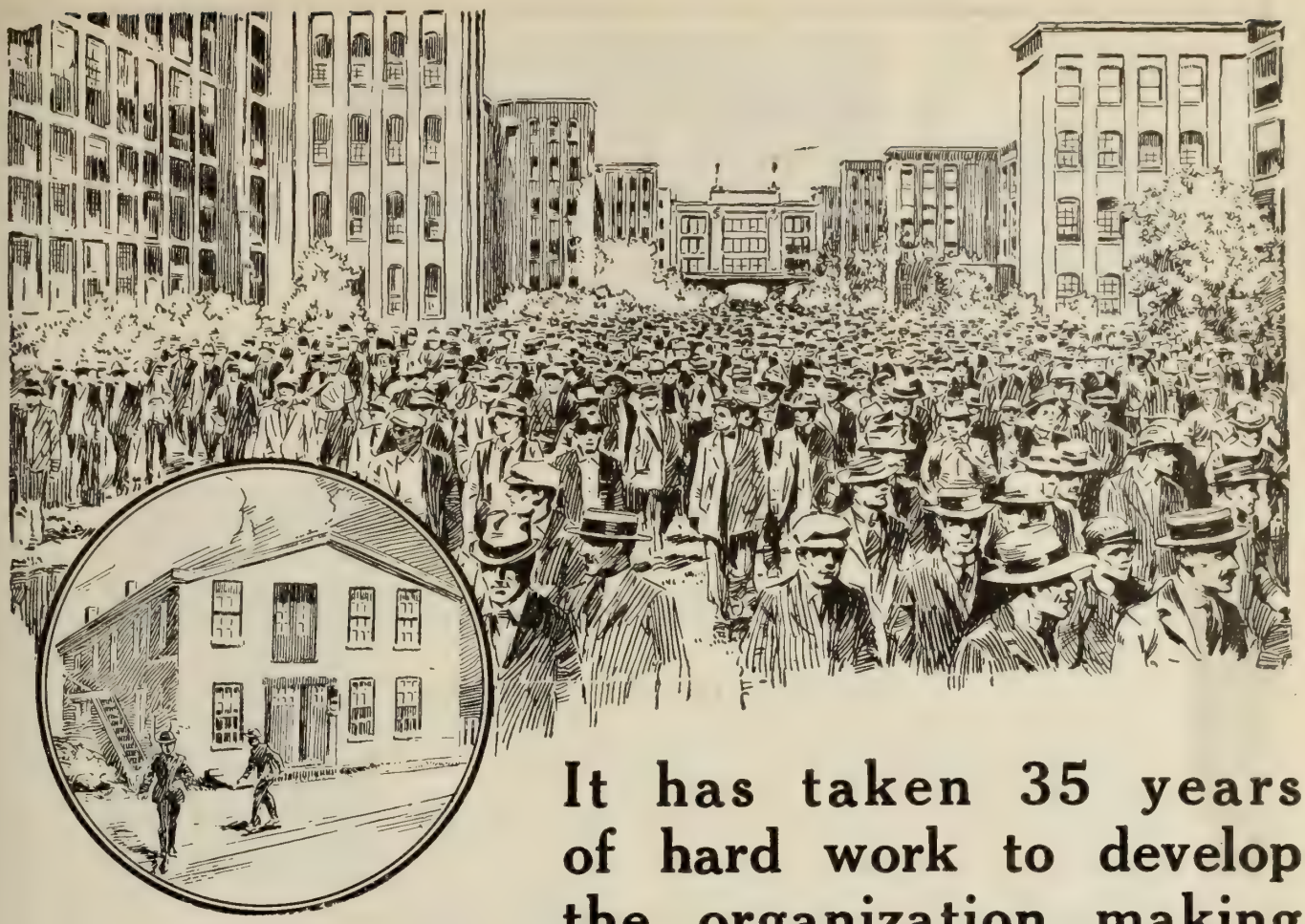
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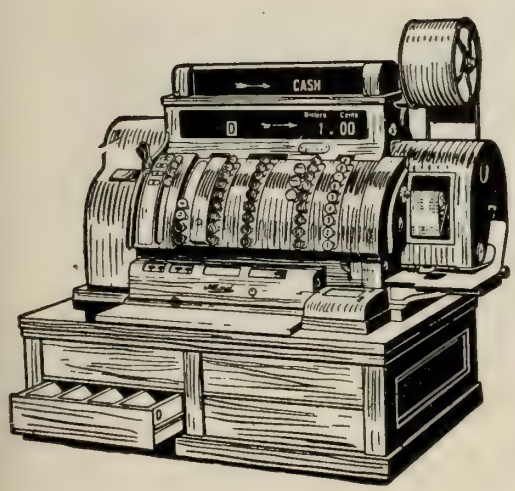
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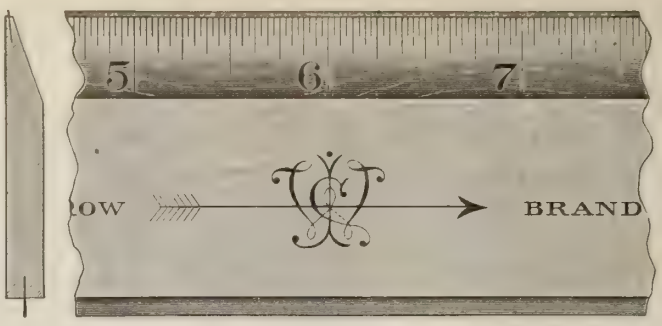
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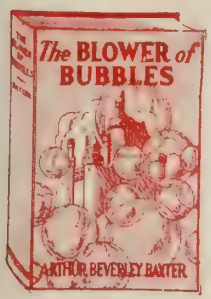
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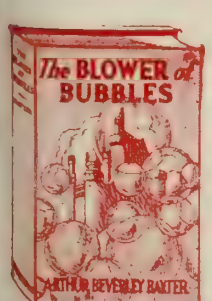
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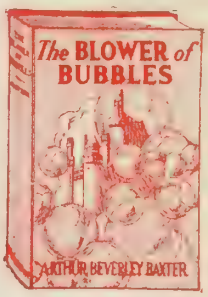
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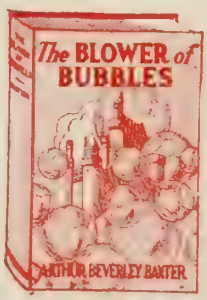
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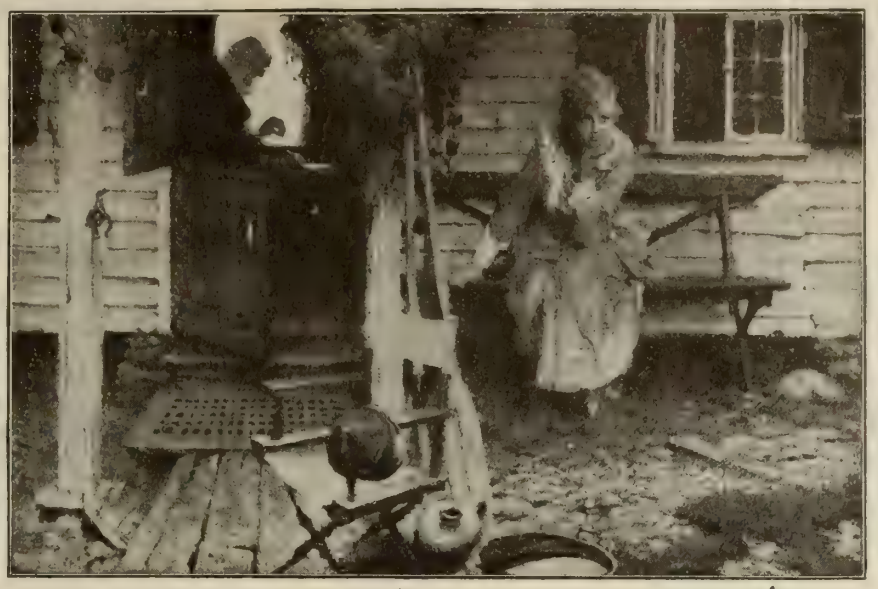
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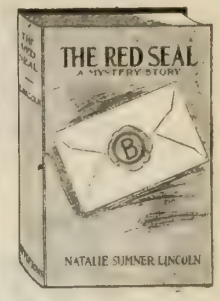
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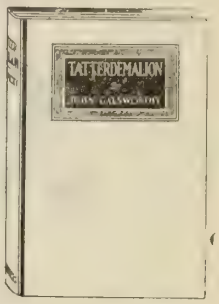
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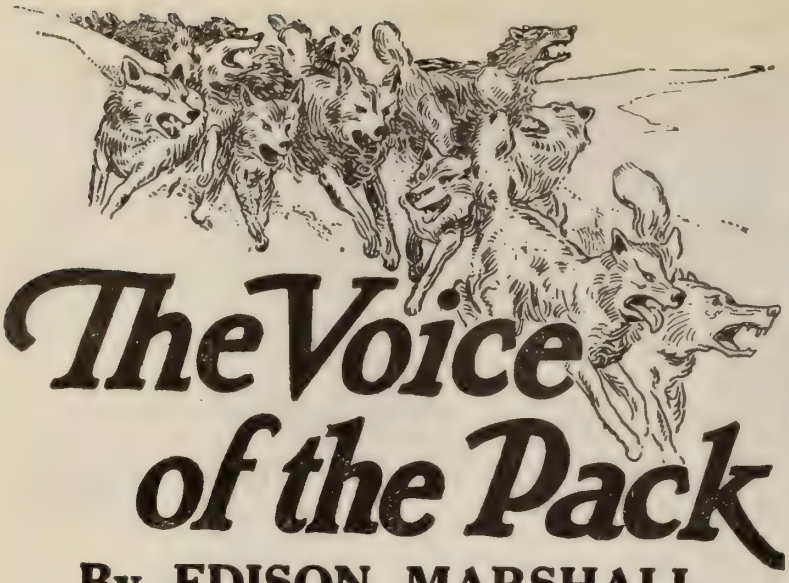
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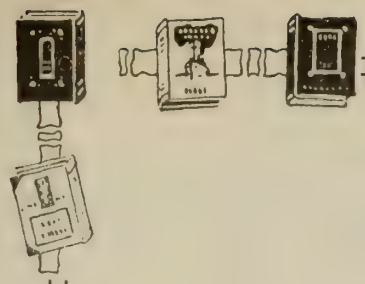
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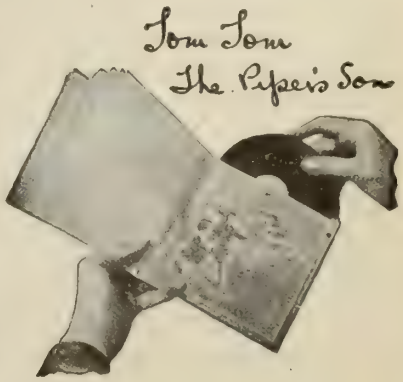


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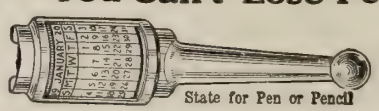


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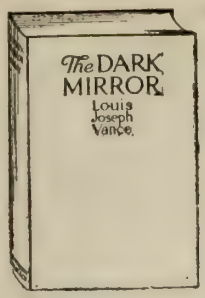
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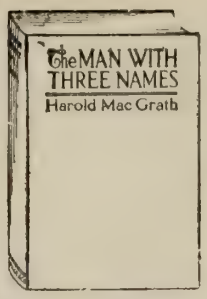
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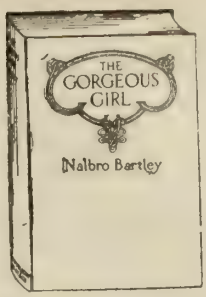


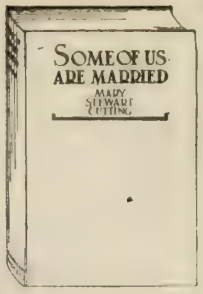
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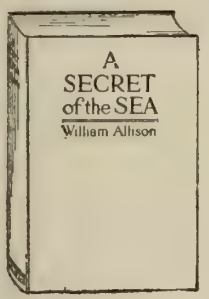
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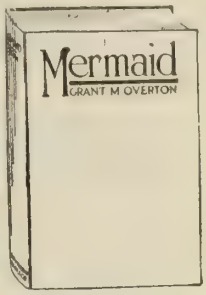


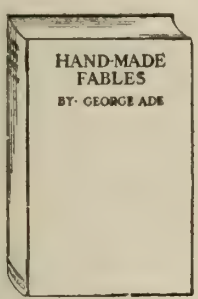
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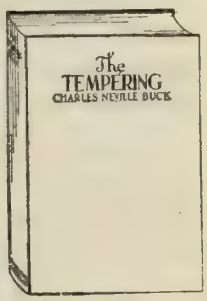


THE TEMPERING

BY CHAS. NEVILLE BUCK

This is the story of the power of love over a boy whom strong men of two generations cannot influence.

PRICE $1.75 NET



TALES OF MY NATIVE TOWN

BY GABRIELE D'ANNUNZIO

Tales of D'Annunzio's native town, written with fire and vigor. Colorful tales that show the art of the great master at his best.

PRICE $1.75 NET.

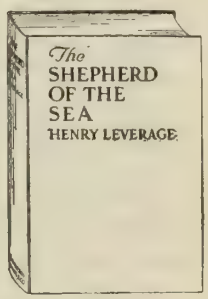


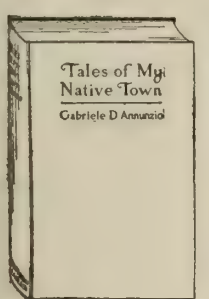
AMERICANISM VS. BOLSHEVISM

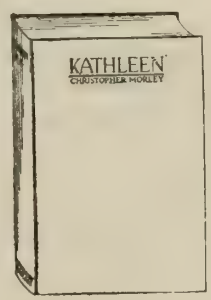
BY OLE HANSON

Mr. Hanson knows the enemies of civilization from bomb thrower to parlor Bolshevik. For his indictment their own activities are his witnesses.

PRICE $1.75 NET.





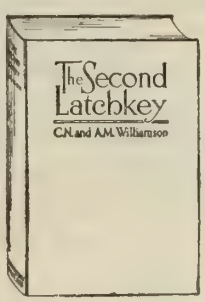


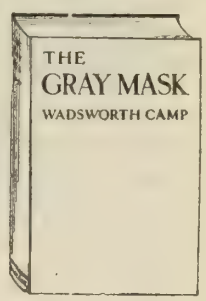
THE DARK MIRROR

BY LOUIS JOSEPH VANCE.

A Bigger book than "False Faces." Vance has capitalized the present overwhelming interest in psychic phenomena, in his latest book.

PRICE $1.75 NET





MAKE INCREASED BOOK SALES PAY THIS YEAR'S STORE RENT

Doubleday Page & Co.
Country Life Press
Garden City - N.Y.

S. B. GUNDY, 25 Richmond St. W. Toronto Canada

OXFORD UNIVERSITY PRESS

A Talk With The Trade

Known

vs.

Unknown

MRS. JOHN SMITH might be able to make a Worcestershire sauce better than Lee and Perrin's, but if so, she's kept it a secret.

William Brown might be able to make a better car at a lower price than Henry Ford, but if so, nothing is known about it.

George Robinson might be able to make a pencil superior to **VENUS,** but if so, we've yet to try the Robinson pencil.

Which signifies just this—to make sales you not only must make a good product, but you must use all possible means to have everyone know of it and have them know that it is good.

VENUS pencils are known round the world. They are seen everywhere on the desks and drafting tables of discerning pencil-users. And the makers of the 17 **VENUS** black degrees and the **VENUS** hard and medium copying pencils see to it that your customers and prospective customers hear about **VENUS** pencils, and make certain that after trying **VENUS** pencils, the user does not forget their excellence.

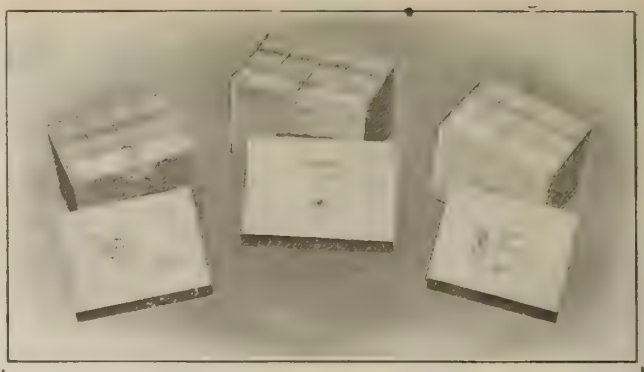
Write for catalog and prices.

American Lead Pencil Co.

220 Fifth Aevnue, New York

Factory Hoboken, U.S.A.
Factory, London, England

2



If You Buy Ream Goods

you will be interested in

CRANE'S STANDARD

Four and Five-Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets—5 sections of letter size—to each package of envelopes and charging 1-4 of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of 1-4th reams and 1-8th M in a large variety of sizes, in quantities of not less than 5 reams and 2 1-2 M.

Canadian funds accepted at par.

EATON, CRANE & PIKE COMPANY
New York Pittsfield, Mass.

"CRAYOLA"
Gold Medal Crayons

SINCE the introduction of "CRAYOLA," most of the elementary, high schools and colleges in the United States and Canada have used these crayons exclusively.

This can be due only to the unsurpassed excellence, uniform quality and moderate price of "CRAYOLA."

To enable you to test the merit of our crayons and chalks, and make comparisons, we are always glad to send samples, also specimens of drawings and color charts.

"CRAYOLA" Set No. 8 consists of eight colors in tuck cardboard box. Crayon paper wrapped; size 3⅝" long by 5/16" diameter

Write for catalog, prices, etc., and data on additions to line which appear from time to time.

Binney & Smith Company
81-83 Fulton St., New York



No Use Talking

Every dealer owes it to himself to specialize on the sale of Everyday cards and to prove what a clean-cut money-making proposition this can be made.

Do not wait until your customers ask for these cards, but display them continuously.

Ask to see our lovely new Birthday, Wedding, Congratulation, and Shower Cards, or send for assortments.

Attractive Prices.
Made in Canada.
No Duty.
No Exchange.

William E. Coutts

COUTTS
MADE IN CANADA
GREETING CARDS

145-149 Adelaide St. West
TORONTO

SCHOOL SUPPLIES



When you contemplate the large number of prospective customers for school bags you will appreciate the importance of carrying a good, big stock and of giving good attention to this line.

GENUINE SHEEPSKIN SCHOOL-BAGS

Again on the Market

Also

Waterproof, Leatherette, Duck and Oilcloth School Bags

THE GOOD ENGLISH LINES AGAIN AVAILABLE





These illustrations show some of our new



There is good, profitable business to be done in selling globes of different sizes. Even one or two displayed in the store will attract purchasers, and all schools should be canvassed for such sales each school term.

SCRIBBLERS

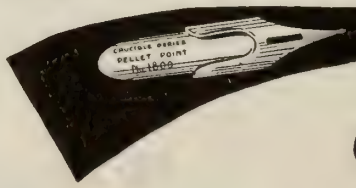
No. 68—28-page, pen and pencil, plain, assorted, new 3-color covers, per gross	$4.80
No. 69—24-page, pen and pencil, ruled, assorted, new 3-color covers, per gross	4.80
No. 60X—76-page, pencil, plain, titled: Big 5c, per gross	4.80
No. 62X—"Whale" extra large, 120-page, plain, per gross	9.60
No. 63X—"Whale" extra large, 104-page, ruled, per gross	9.60

EXERCISE BOOKS

No. 74—20-page, 8 all new covers, assorted, per gross	$4.10
No. 77—20-page, 4 new 3-color covers, assorted, per gross	4.80
No. 79—High School Exercise Book, 52 pages, per gross	9.60
No. 73—12-page, 4 one-color covers, assorted, per gross	3.00

Quantity prices on application.

Crucible



Steel Pens

ARE THE BEST. Manufactured of the finest crucible steel.

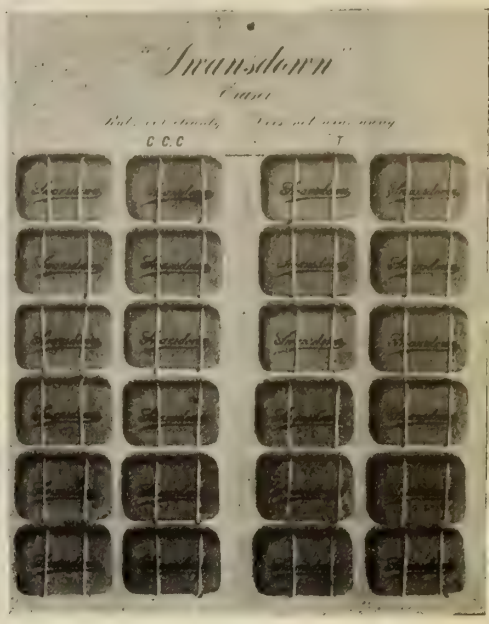
THE COPP CLARK CO

OR YOUR TRADE









three-color covers for Scribblers and Exercise Books

EXAMINATION PADS

Peerless, 20 sheets, per 100	$9.70
Progress, 25 sheets, per 100	11.50
Students', 12 sheets, per 100	6.15
Paragon, 40 sheets, per 100	14.60
No Cover, 10 sheets, per 100	4.45

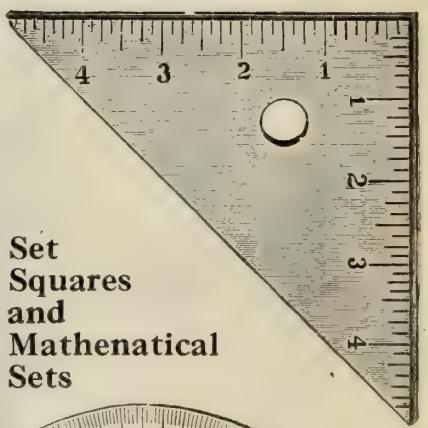
STUDENTS' NOTE BOOKS

	Per gross
Tam O'Shanter, 20 leaves	$2.75
Midget, 28 leaves	3.25
Union Jack, 20 leaves	2.75
Classic, 28 leaves	4.80
Library, 24 leaves	4.80
Collegiate, 48 leaves	9.60

Camel's Hair Paint Brushes **Made - in - Canada**

Sizes 1 to 12, $4.80 to $20.00

Gold Medal Plasticine 40c. lb.



Set Squares and Mathematical Sets

MADE - IN - CANADA
Black Board Brushes

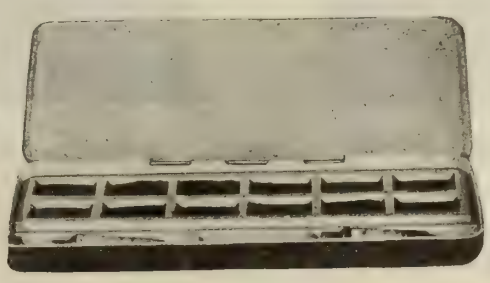
Our Own Manufacture



Solid Steel Drawing Pins

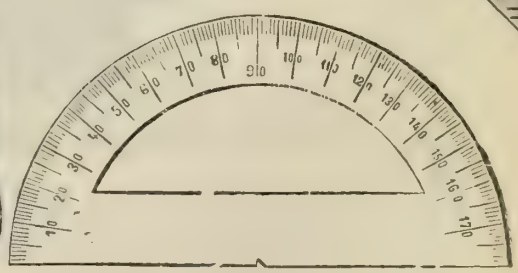
16 in., per 1,000	$1.30
16 in., per 1,000	1.50
16 in., per 1,000	1.70
16 in., per 1,000	1.90

MADE - IN - CANADA
Lead Pencils and Ink



Water Color Paints

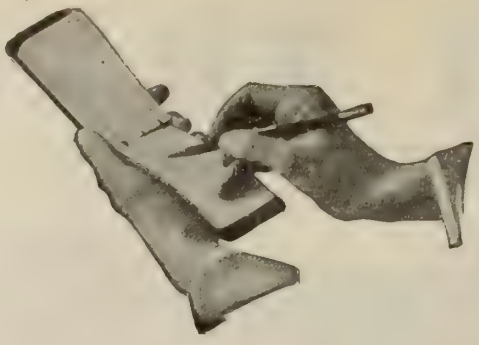
In Tin Boxes



Protractor

Nickel, 75c doz; boxwood, $4.50 doz.

IMITED, - TORONTO





LOOSE LEAF MEMO BOOKS

THE LOOSE LEAF MEMO is the ideal way to preserve notes, addresses, data, cash account, business and personal matters — all in the same cover properly indexed, so that any subject may be found without loss of time. Both End-Opening and Side-Opening goods with rings set to standard gauges, so that they will take all standard punched fillers.

MADE IN CANADA — SOLD ONLY TO DEALERS

Beaver Trade-mark



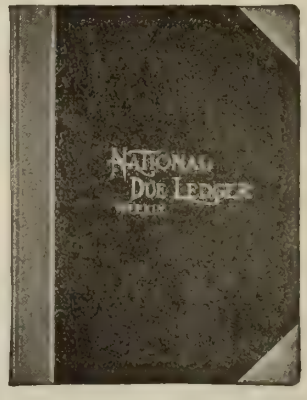
Dominion Blank Book Company

Limited

BERTHIERVILLE, P.Q.









NATIONAL ROLL BOOKS AND DUE LEDGERS

National Roll Books are made for the long and hard service they must receive in their daily use in schools. They come in various bindings. The above illustration shows a half bound book, with Russia Back and Corners and Black Cloth Sides. Made in from 36 to 500 leaves.

Convenient and accurate collection records for societies and rentals are easily kept by using National Due Ledgers. They are designed to simplify the work of treasurers and collection agents.

Stock these useful members of the National Line.

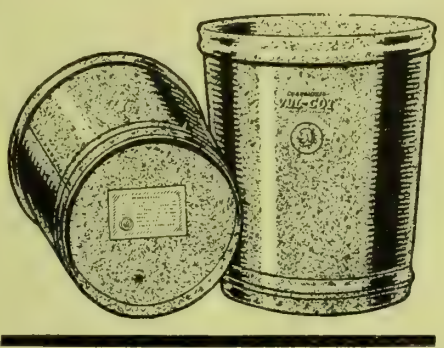
NATIONAL BLANK BOOK COMPANY

HOLYOKE, MASSACHUSETTS

EQUIPMENT FOR SCHOOLS

VUL-COT WASTE PAPER BASKETS

FOR EVERY ROOM
IN EVERY SCHOOL



Guaranteed for Five Years

Clean---Solid Sides and Bottom

Fire Resisting

Good Profit for Dealer

VUL-COT
GUARANTEED
Waste Baskets

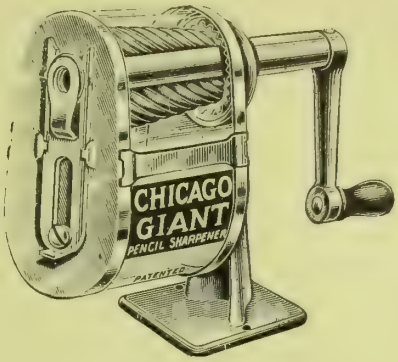
6 *VUL-COT features that mean profit to you*

STRONG
LIGHT
SANITARY
SMOOTH
ATTRACTIVE
GUARANTEED

Dealers are selling Vul-Cots in Quantities for Equipping Hotels and other large concerns. They can be sold to School Boards.

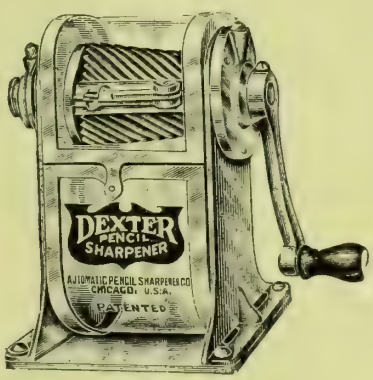
The Vul-Cot is an aristocrat among waste baskets. It has a distinctive personality that singles it out from among its associates—wicker, wood and metal—and gains the attention of the careful buyer.

AUTOMATIC PENCIL SPARPENERS



The Chicago Giant Sharpener is a counterpart of the "Chicago," except that it sharpens all sizes of pencils and crayons.

The "Chicago" sharpens standard size pencils only and is fitted with stop which causes cutting to cease when point is produced, thus avoiding waste.



The "DEXTER"

The "Dexter" is the best hand feed pencil sharpener that can be produced regardless of cost. **Will sharpen all pencils** and is equipped with point adjuster which enables the user to produce any desired point from blunt to fine.

Every room in every school should be equipped with an automatic pencil sharpener. Sell the Best.

A. R. MacDOUGALL & CO., Limited

468 West King Street, Toronto, Canada

Representatives for Canada and Newfoundland

Feature These Leading Line

Sell Dixon's Pencils, Penholders and Erasers for School Trade



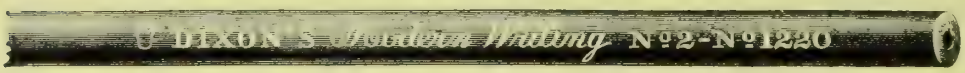
Large diameter wood and large black lead help children to learn easy freehand movement.



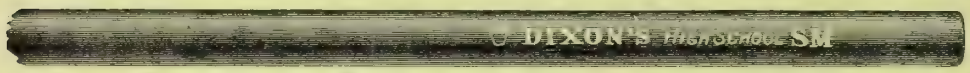
Specially designed for second year writing and drawing.



Good quality Hexagon pencil for general school use.



Medium priced, good quality pencil, prepared especially for schools.



Highest grade medium priced school pencil made. Used in many schools.



Round corners, pleasing to the fingers. Tipped and untipped. Strong, smooth, long-wearing leads.



Accurately graded draughting and drawing pencil. Ten true degrees.



The highest grade pencil made. 17 degrees, especially adapted for all college and art work.









Made in 20s, 40s, 60s, 80s.







Dixon's Patent, Wedged shaped Rubber head, The best quality eraser made.

To be sure of having these goods in stock for school opening trade, place your order at once

A. R. MacDougall
468 West King S
Representatives for

or This Year's School Trade

Sell Standard Chalks and Crayons for School Trade



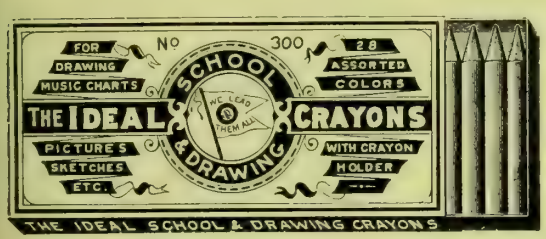
Artco Pastel — Especially adapted for advanced color work in paper drawing. They can also be used with water and produce a delicate water color effect.



Crest Light Crayons—The best crayon made, hydraulic pressed, colors mark freely, blend beautifully, are brilliant and durable and do not smear.



Crayel—Highest quality wax crayon for general school use.



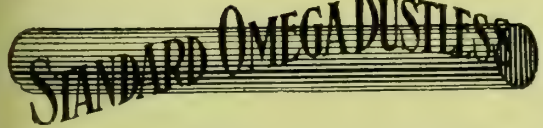
No. 300 Ideal, 28 colors, with neat holder in slide box, for general school use.



No. 67—Gem. 7 colors, wax crayon, in wood box, for general school use.



No. 822—Bon Ton, 14 colors, high grade wax crayon, for general school use.



Omega Dustless Chalk — A dustless chalk that is dustless. Omega is entirely free from grit, erases easily, and will not scratch the board.



No. 205—Clover. 7 colors, wax crayons, for general school use.



Standard White and Yellow—Enameled school chalk. None better made.

mpany, Limited
onto, Ontario
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You can make a big increase in your business if you have these lines in stock for September School Opening

ENGLISH "QUALITY"

SCHOOL GOODS

TRADE MARK CRITERION REGISTERED

Here are lines made by the famous firm of Setten & Durward, Birmingham. Stocked in Toronto for Canadian trade.

BRITISH MANUFACTURE IXL

MATHEMATICAL SETS

Tin Boxes, containing brass compass divider, protractor, pair of set squares, pencil and 6-inch rule.

Retail 60c

Best grade in slide Paper Box with brass compass, divider, celluloid protractor, pair of heavy set squares, 6-inch rule, pencil and eraser.

Brass Compasses and Dividers

School Sponges

Protractors and Set Squares

Tinned Nickel-Plated Enameled

JOHN MITCHELL

Pen Maker to the King

In 1822 John Mitchell turned his attention from penknives to PENS, and invented the PRESS TOOLS USED IN THE VARIOUS PROCESSES of penmaking.

A large assortment of patterns will be stocked in Toronto for Canadian trade including JOHN MITCHELL'S SCHOOL BOARD PEN and the COLLEGE PEN especially adopted for schools. Made in Extra Fine, Fine and Medium Points.

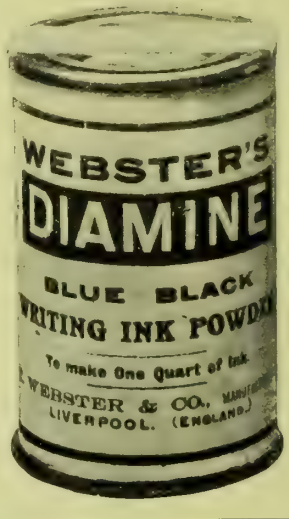
Webster's Ink Powders

"The Best is None Too Good for Schools"

There is no better ink possible than the ink made from Diamine Ink Powder.

Perfect blue-black writing fluid with the single addition of water.

These Ink Powders are not affected by extreme cold or heat.



Stylographic Pens

THE FINEST STYLOS

Gold and Palladium Point, Gold Spring Needle From $1.25 Up Retail





JEWEL PEN COMPANY, LTD.

(Established 1884)

Makers of the following well-known Fountain and Stylo Pens:—
"JEWEL," "CALTON," "RECORDER," "RED GIANT"

76 Newgate Street, London, E.C. 1, Eng.

Send for Price Lists. They will interest you.

Pens specially made and Boxed to customers' requirements

A. R. MacDougall & Co., Limited

468 West King Street, Toronto, Ont.

Representatives for Canada and Newfoundland

CARTER INX PRODUCTS

Stock Items That Turn Over Rapidly

MORE than twenty publications of national circulation are being used to advertise Carter Inx Products this year.

Carter's Writing Fluid and Cico Paste are featured, but we do not neglect to mention and frequently to illustrate the other numbers in the line.

In this way an interest is being created in a wide variety of items in your stock never before given the benefit of national publicity. This should mean added business on these items. It is a further reason why you should stock Carter Inx Products ***complete.***

THE CARTER'S INK COMPANY

Manufacturing Chemists

Mount Royal Ave. and Drolet St.

MONTREAL, QUEBEC

Brilliantone Steel Needles

The best in the world. A sure money-maker and a guaranteed repeater.

Prices as follows:

In 50 package lots	.09½	cents per package
In 100 package lots	.09	cents per package
In 250 package lots	.08½	cents per package
In 500 package lots	.08	cents per package

Get the best and have a business-builder.

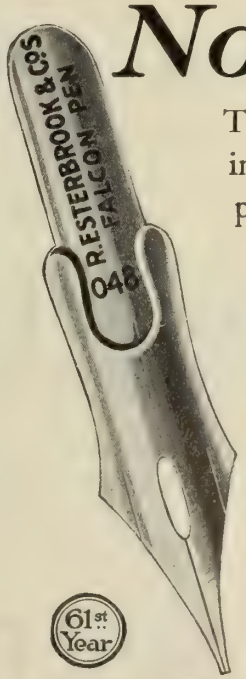
Four tones—light—medium—full and extra loud. Please specify tones when ordering.

If you have not received my latest catalogue of Phonograph Supplies, write for it to-day.

H. A. BEMISTER

10 Victoria Street Montreal, Que.

Esterbrook No. 048



This is the best known writing instrument, the most popular pen in the world.

It is especially designed to suit the needs of the greatest number of pen users. Be sure that you have an ample stock. You should sell them by the box.

61st Year

THE ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET
CAMDEN, N. J.

CANADIAN AGENTS, BROWN BROS., LTD., TORONTO, CANADA

Esterbrook Pens **"Easiest to sell!"**

NICHOLAS L. BROWN

Publisher

Of New York City

announces the opening of his Canadian office in Montreal, Que.

The Book Trade of Canada is respectfully urged to apply for lists of publications and announcements, as well as trade discounts to

NICHOLAS L. BROWN

90 ST. JAMES STREET

Suite 702 Montreal, Que.



No. 1 **15c** Per Packet





No. 25

Moore Push-Pins

Glass Heads Steel Points

Moore Push-less Hangers

The Hanger with the Twist

Their sharp needle like steel points will not mar the finest surface.

Allowed where tacks are prohibited.

MOORE PUSH-PIN CO., - Berkley St., Philadelphia, Pa.

Empire

The Only Typewriter Made in Canada

The Government of Great Britain uses over 8,000 EMPIRES.

The Government of France uses over 4,500 EMPIRES.

The Canadian Pacific Railway uses over 7,000 EMPIRES.

Every British Battleship uses at least one EMPIRE.

After our output being practically controlled for the British, French and Canadian Governments for five years, we are open to appoint agencies in cities and towns where not at present represented.

This offers a first-class proposition for Office Specialty Distributors.

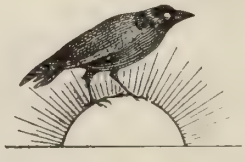
For full particulars apply

The Empire Typewriter Co.

of Canada, Limited

126 St. PETER ST., MONTREAL, P.Q.

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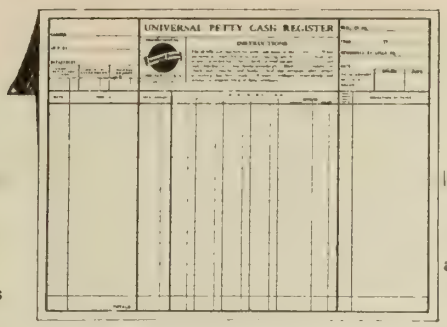
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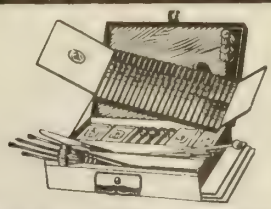
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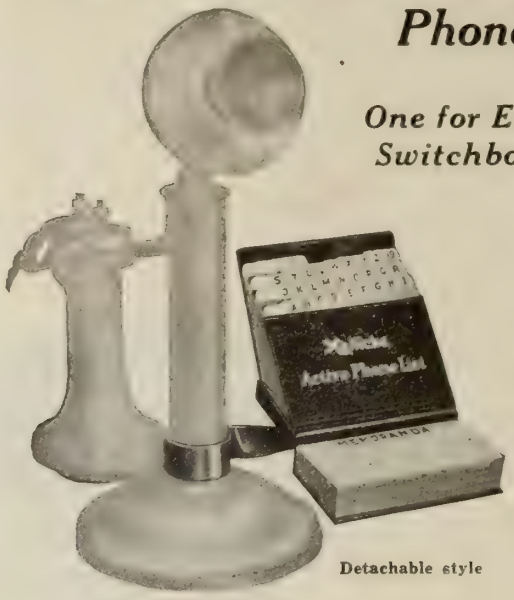
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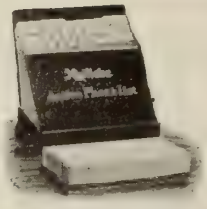
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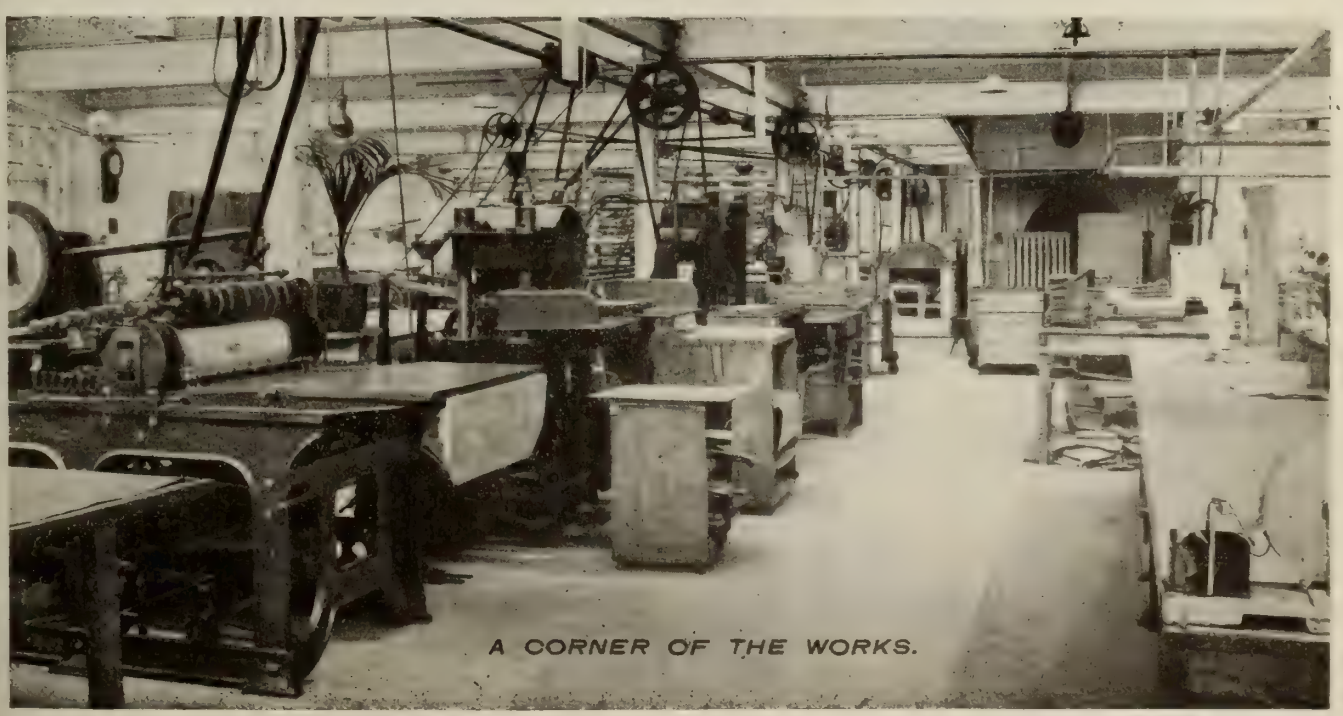
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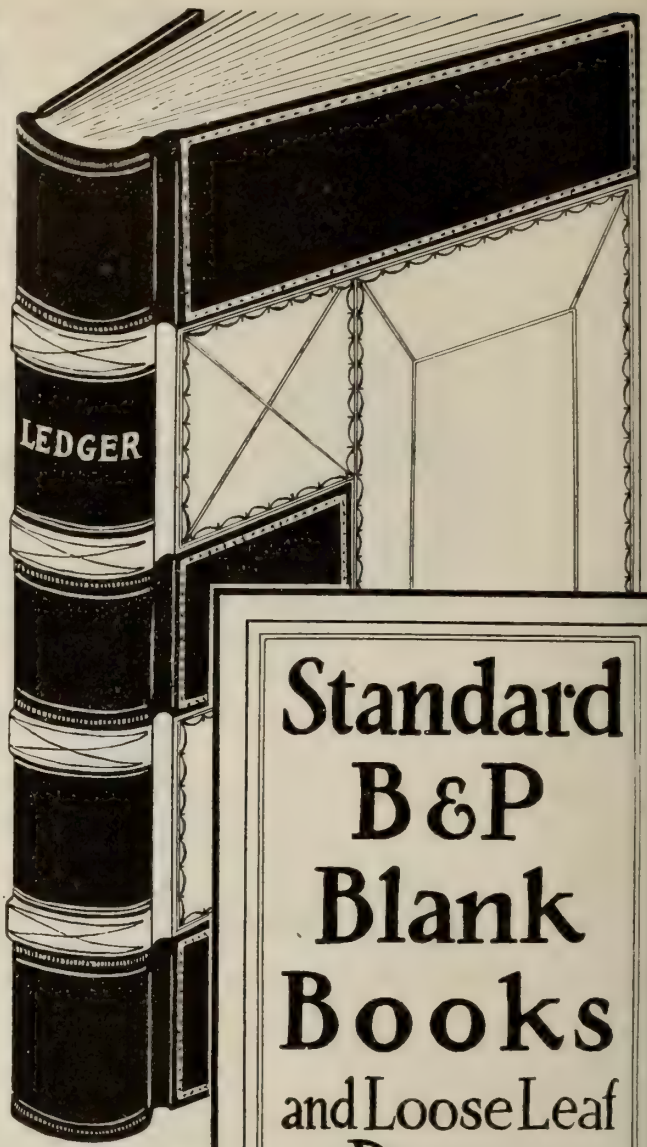
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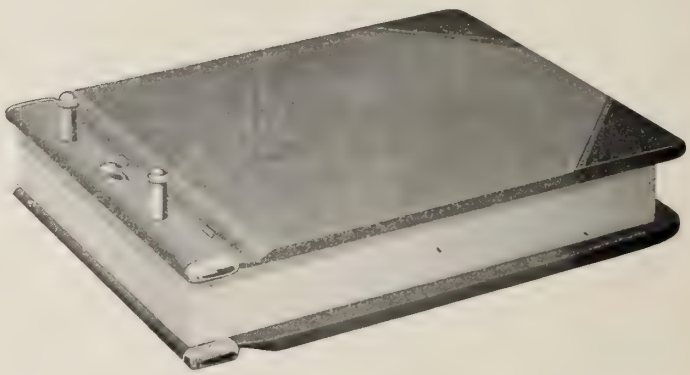


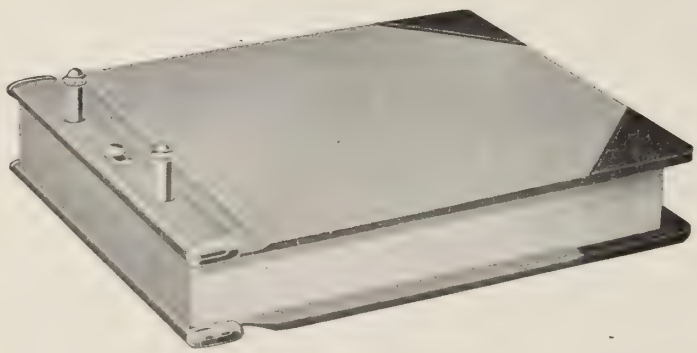
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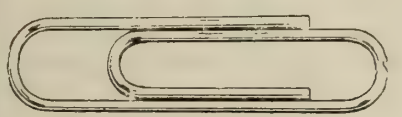
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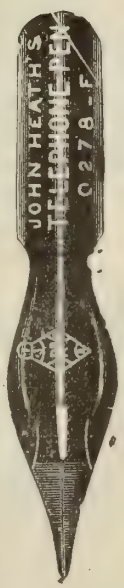
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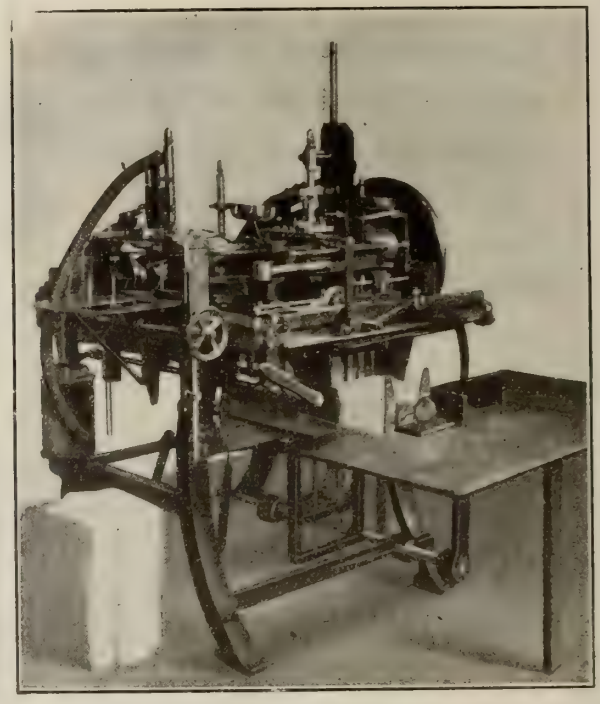
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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXVI. TORONTO, MAY, 1920 No. 5

IN THIS ISSUE

Sell More Books.
Your Turnover.
Better Team-work with Travellers.
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Attract Sporting Goods Trade.
Selling Waste Paper.
Best Selling Books of the Month.
Selling Points About Timely Books.
Monthly Record of New Books.
School Text-Books Condemned.
New Copyright Bill.
Book Costs Continue to Increase.
Development of Phonograph Industry.
Money in Cameras and Supplies.
Buying Power of Small Town Dealers.
Is the Customer Always Right?

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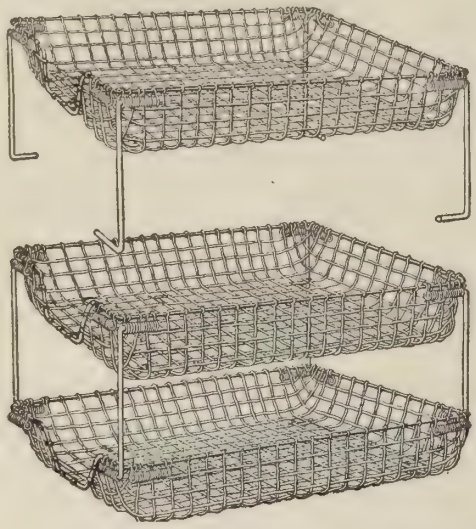
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EDITORIAL COMMENT

SELL MORE BOOKS

"MAKE increased book sales pay this year's store rent," is the slogan that is conspicuous in one publisher's 1920 advertisements. There is scope for great increases in book sales in Canada. This country ranks high in the standing with other countries as to book sales per capita, but the booksellers and stationers could put this country far in the van were they to really live up to their opportunities for increasing their sales of books.

In this connection it is interesting to reproduce the account of the starting of a new bookshop in New York City, as recorded in the *Publishers' Weekly*:—

"In searching for a good location, Miss Jonas found a small shop vacant in Fifty-Seventh Street. She was quick to see the advantage of this location, a busy street with Carnegie Hall close by and in a neighborhood occupied largely by clubs and hotels. The rent was high, and the shop was small. Miss Jonas courageously signed the lease and embarked on her business venture. The shop, she planned, would be a book and gift shop and would have in it a circulating library. The books were to be new fiction, poetry, drama and children's books. In six months, the new shopkeeper finds her stock paid for and the returns from the library paying the rent. The size of the shop has turned out to be an advantage, for customers say that it has none of the impersonality of a large store, but seems to have been built for book-lovers. Miss Jonas says modestly: 'I intend to keep on working hard and I feel my efforts will be rewarded.' But she seems to be willing to give credit for her good fortune to her enthusiastic customers, to Brentano's book department where she received eight years of training, and to the publishers who have been of service to her."

Speaking again to Canadian booksellers and stationers, we would urge them to have more faith in the book end of the business to the extent of exerting the same energy in its development as is devoted to the stationery branch. Every bookseller should make it his ambition to conduct a bookstore that will be a source of pride for every citizen of the community.

AUTHORS ARE PROSPEROUS

THE days of the garret-domiciled author existing on the inspirational bread-crust diet seem to be completely relegated to the past at least as regards books that are worth the reading and that it is not only the writers of best selling novels that repose in the lap of luxury, because we have it on the authority of the statistics of one of the largest publishing houses that one of their last year's non-fiction books netted its author over $22,000 in its first three months, from actual sales of the book, exclusive of what was realized from serial rights.

The same company announces that twenty-one per cent. of the receipts from the sales of their last year's books has been paid out in royalties and that the authors have made nearly eighteen per cent. more out of these books than have the publishers themselves—even without deducting from the latter's profits the customary "overhead" or cost of doing business.

READING FOR RECREATIONS

BOOKSELLERS will do well to read the books written by notable men with whom authorship is incidental to their life activities. The books may be serious writings on questions of national or world politics or they may be written simply for the pleasure of producing them, having in mind the entertainment they will afford to others. In the latter category is Viscount Grey's "Recreation" and in it he includes these remarks, the recreation afforded by reading:

"Books are the greatest and the most satisfactory of recreations; books used for pleasure reading. Without books—without having had the pleasure of reading books—a man is not independent; but if he has acquired the habit of reading, he remains independent through life. If he has to spend an evening alone he is not lonesome or bored if he has a book, but if he has not acquired the habit of reading he is dependent upon the charity of his family, his friends, or even strangers, to save him from boredom. But if he has acquired the power of reading for pleasure, taking care to have a book about him, he is independent whenever he has to spend time alone, and a long journey ceases to be tedious."

In the business sense there is food for reflection in these remarks of Viscount Grey and quotations such as these may be put to good use by men in the trade to spread further the gospel of literature. Were all booksellers to adopt this attitude, the result would be that more and more people would be attracted to the reading world and bookselling would verily come into its own.

A WIDER OUTLOOK

"A LIBRARY is not a luxury, it is one of the necessities of life," said Henry Ward Beecher and each year there is being demonstrated a more universal appreciation of this truth.

"Books for Everybody" is the slogan of a campaign now getting under way in which the American Library Association is seeking to raise two million dollars to cover a period of three years, in which they hope to bring the best books within the reach of everyone.

Bookstores and public libraries have this in common, that their progress is bound up with the theory that the stability of any country depends on the intelligence of its people, and that a wide circulation of books is therefore essential in the education of the young people of the land as well as in keeping all men and women posted on the various phases of life's activities.

Fiction occupies a big place in literature and leads in popularity in the borrowings from public libraries and in sales in the bookstores. This circumstance is sometimes bemoaned, but it must be remembered that novels are a great force for education. People read them primarily for the entertainment they afford, but in doing so they absorb a great deal of information which they would not otherwise get. It is a fact, too, that picture books, for children who have not reached their " 'teens" and story books for older boys and girls, exert a wonderful influence in adding to the knowledge which children acquire in the schools.

Business men and manufacturers, workmen in factories, employees in commercial institutions, in fact men and women in all walks of life can find much instruction to help them in their life work from books dealing with business, technical or professional subjects. The value of books cannot be measured in dollars and cents, but booksellers themselves do not place enough monetary value on the book trade as a means of expanding their business. If they would but devote something approaching the systematic attention and effort warranted by the possibilities of the book trade, they would find that they could not merely double their book sales, but increase them ten-fold!

YOUR TURNOVER

"TURNOVER" is a word that is attracting much attention among merchants to-day. During these times of critical buying, the matter of turnover should be uppermost in each merchant's mind.

Now just what is meant by turnover?

Every time an article is sold at a profit the capital invested in that particular article is turned once. That may be once a day, once a month, or once a year.

The up-to-date merchant realizes that in buying stocks it is not so much a question of the margin of profit that can be made on each item, but rather how often will that stock turn.

The stock that turns, say, five times a year with 20 per cent. profit, gives a greater net profit at the end of the year than stock which turns three times a year with 25 per cent. profit.

Ask Yourself—

Am I hitched up right, or am I a round peg in a square hole?

Do I feel every drop of blood and every fibre in me tugging away at my ambition, saying "Amen" to my work?

Am I backing up my chance in life in every possible way, or am I sliding along the lines of least resistance?

Am I keeping myself fit to do the biggest thing possible to me every day of my life?

Am I working along the line of my talent, or am I getting my living by my weakness instead of my strength?

Am I strengthening my weak points, making my strong points stronger, and eliminating the things which are keeping me back, the enemies of my success?

Do I decide things quickly, finally, or am I forever on the fence, fearing to make definite decisions which I cannot reconsider?

Have I the initiative which begins things without being told to; which does things without waiting for others' instructions?

Do I dare to attempt the thing I instinctively feel capable of doing, and I know that I ought to do?

Have I the courage which dares to branch out in an original way, dares to make mistakes that may humiliate me if I should not happen to succeed?

Do I try to develop that bigger man back of the smaller man I am, by obeying the God-urge that ever bids me up and on to greater endeavor?

If you can answer the above questions in the right way, you will bring out a hundred per cent. of your ability instead of the fifty per cent. that the majority of young men are content to develop; you will attain your ambition and be what you long to be.—"Success."

BOOKS and calendars make a good combination window display.

* * *

ONE stationer in St. Johns, Quebec, does a business of $1,000 a year selling flashlights and supplies. This is a good tip for other stationers looking for sidelines.

Better Team-Work With Travelers

Present Condition of Trade Has Opened the Eyes of Many Retailers as to the Significance of the Traveler's Place in Business

ONE good effect of the present business situation is that it has brought retailers and travelers closer together. Retailers have come to realize more than ever what a great help the travelers are to them. In many lines of goods the old order has passed. The travelers have for the past year or more been put in the position of almost having to dodge orders, so scarce are the goods and so great the demand for them.

Many a retailer who treated a traveler well in the old days when the traveler's appetite for orders seemed to the retailer to be insatiable, has been rewarded in these later days by being favored to the extent of getting shipments of goods which could easily have been sold elsewhere at a greater profit. Retailers should keep this fact in mind that many a traveler has been instrumental in getting orders through for them at prices lower than the goods could have been sold for elsewhere!

There is a widespread practice of fair dealing in the supply houses, both manufacturers and jobbers, who sell the products that form the stock-in-trade of the book and stationery stores. Most of them have done and are continuing to do their best to keep the interests of the retail trade in the foreground as guiding their business policy in this era of merchandise shortage.

This, of course, is sound business economy because the day is bound to come, sooner or later, when the supply of all classes of goods will again exceed the demand. Then the competition of supply houses for the orders of retailers will again become intensely keen.

Whatever the state of trade as regards available supplies retailers will do well to take heed to what the existing conditions have revealed as to the relationship to them of the traveling salesmen of manufacturing and jobbing houses. It seems most probable that the closer cooperation between travelers and retailers that has evolved in this new era will continue indefinitely, a fact that is the source of much satisfaction in looking forward to the future of this trade.

GOOD WORK

All travelers take an interest in methods used by other travelers and for that reason it is appropriate to give attention in the travelers' own page to good work done by travelers who are doing things in the National Cash Register Company's competition which was referred to last month with pictures of the five Canadians who were among the leaders in the contest.

W. J. Irwin, of the Toronto office, scored 272 points in one sale of cash registers to the Nut Krust Bakeries of Toronto. Another live wire among Canadian N. C. R. men is C. F. Bond, of Halifax, Mr. Bond has been giving a series of talks on Saturday afternoons to the children of Halifax on boys' gardens and other topics.

He uses lantern slides to illustrate his talks. He presents his subject in such a way that the children understand and appreciate it.

Mr. Bond is to be congratulated on the way he is carrying out the policy of welfare work. The talks he is making are very similar to the ones given at the schoolhouse and community hall every Saturday morning to the children of Dayton.

This work pays, as all intelligently conducted welfare work does. It results in good for the community and helps the children grow into better men and women. It enables Mr. Bond to become widely acquainted and builds up for him a firm place in his home city.

No representative should neglect an opportunity to become better established in his community. Mr. Bond has chosen a very good way of doing this. At the same time he carries on a good social work and is helping make better citizens of the children—the men and women of to-morrow.

HOW TIMES CHANGE!

Time was when the best salesman was the one who could tell the biggest lies, drink the most whiskey and show his customers the liveliest time. To-day the best salesman is distinguished by the following attributes: Truth, trustworthiness, and a profound knowledge of the goods he is selling.—"The National."

Don't allow a customer to look in vain for somebody to wait upon her while you are engaged in talking to your fellow clerk about last evening's experiences.

Thoughts on Life and Business

By B. C. FORBES.

THE fellow who isn't fired with enthusiasm is apt to be fired.

Excess is an arch enemy of success.

If top-notch effort yields you no happiness, there's something wrong either with you or your efforts. Sit down and do some analyzing.

After all, you've got to give full, fair value. Or you won't last.

Carelessness and failure are twins.

The most valuable "system" is a good nervous system.

Saving is Having.

If you have half an hour to spare, don't spend it with someone who hasn't.

Don't simply see how you can "put in the day." See how much you can put into the day.

Never contrive to make it easy for your concern to get along without you.

Make sure the prize you chase is worth the price.

If you cultivate your talents you'll always find an opportunity to use them.

When in a fix, sweating will get you farther than swearing.

Let mules do the kicking.

Honking your horn doesn't help so much as steering wisely.

Don't expect poor work now to lead to brilliant work hereafter.

You have no idea how big the other fellow's troubles are.

It's all right to aspire to control others, but have you begun with Number One?

Notice that two-thirds of "Promotion" consists of "Motion."

The wages of idleness is demotion.

There is no higher rank than that of worker. No title can ever make a loafer a nobleman.

There must be output before there can be income.

Defeat is often a spur to victory.

The best reward is sense of worthy achievement.

Good times for all can only be the product of good work by all.

—From Forbes' Magazine.

Planning for September School Trade

Some Important Phases of This Seasonable Business Which Should be Carefully Considered at This Time—Business is Capable of Considerable Development

EVERY stationer will be preparing to make an additional effort this year to make the best of the seasonable harvest which begins with the opening of the schools in September. In the natural course of events more children will attend school this year than ever before, and whether it will be the result of prohibition or of the larger wages which are now general, the children have more nickels and dimes with which to gratify their fancies than they have ever had in previous years.

In this broadened field the dealer should find a considerable modicum of extra profit, provided he takes advantage of the opportunity wisely and judiciously. He should not be too conservative in his buying, and above all he should not delay in placing his orders, for it is an undoubted fact that that after-war conditions and the threatened shortage of paper have upset every established usage in prices, deliveries and supply.

Early Buying Important

Buy early, secure the best advantages possible in the matter of early deliveries, and then plan a regular campaign which will be a prominent feature of the early fall season in your store.

The manufacturers have done their best to overcome the difficulties of production, but the unusual conditions should be kept in mind and the stationer should be considerate of the obstacles with which the manufacturer has to contend and do his best to help him along. One of the most effectual helps is early buying.

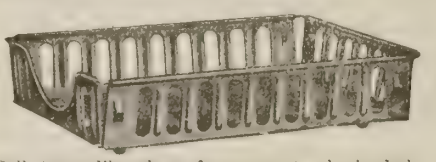
School Board Contracts

The time is near when in many cities and towns School Boards will be calling for tenders for contracts to supply school practice books, notebooks and other requirements. The question of tendering



Here is a waste paper basket more substantial than the ordinary wire basket. Stationers can frequently boost the volume of sales by getting purchasers to appreciate the advantage of buying goods of highest quality.

for these supplies is one that should be seriously considered by the stationer before he starts making up his tender. In many cases there are distinct advantages to be obtained in securing the contract, but it may well be that in others the chance of securing it is only remote, and even if secured the profits may run so small, possibly even less than ten per cent, that the dealer should consider well whether it is worth his



Sell trays like these for every teacher's desk in every school.

while spending the necessary time in marshalling his figures, corresponding with the manufacturing stationers, checking up shipments, seeing that they are properly delivered and after all to secure only a profit which may not more than cover his over-head expenses.

These objections are not urged with a view to dissuading the stationer from tendering on school contracts. They are only mentioned with a view to induce him to make sure that his time could not be more profitably employed in developing some more remunerative branch of his trade.

So much for school contracts. Now what about preparations for September school opening trade in your store?

PLANNING FOR SEPTEMBER SCHOOL TRADE

Now is the time to plan for the fall school trade. At this time the stationer is receiving calls from manufacturers and jobbers, and it is now he should decide upon what efforts he will put forth to secure a profitable showing in September, when the children come trooping in to stock up for the coming term. This business is capable of considerable development by the live dealers. The season comes at the end of the summer, just before the regular fall business sets in. If judiciously worked it should bring in really worth-while returns.

Watch the Children

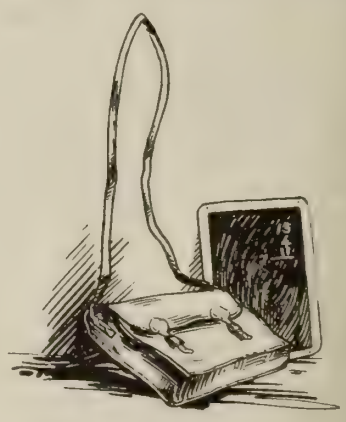
You will be doing a lot of buying soon. You should therefore carefully analyze the question before the time comes for placing your orders. Cast your mind back to what you did last year. It is possible you may recall mistakes that were made and sales that were missed. If so, take precautions to avoid a repetition of the same mistakes this year. Did your competitor score by having scribblers and exercise books with more attractive covers? Do not forget that children will buy these books more for the picture on the cover than for anything else.

Do not fail also to keep your ears open for remarks by the children. They are, as a rule, quite frank in expressing their opinions, not worrying much about the storekeepers sensitiveness on points of this kind, and you should therefore take every advantage of this circumstance.

If you were successful in any particulas direction last year remember your competitor will be out to outwit you this year, and it is right that there should be such healthy rivalry. See to it also that the word healthy will always fitly describe your relations with your competitors. Determine never to make the rivalry unhealthy by price cutting and other tactics which have no place in successful merchandising.



Globes sell readily and the price yields worth-while profit. Globes are also effective for adding interest to window displays.





One of the new Scribbler covers in this year's line shown by Buntin, Gillies & Co.



The Prince of Wales smiles from the covers of scribblers and exercise books in Warwick Bros. & Rutter's line.

And here let us endeavor to overcome our natural modesty and put in a word for the trade papers. It is doubtful if the average retailer realizes how much he stands to gain by a careful perusal both of the advertising and editorial matter which makes up the paper coming to his desk every month. If he realizes what it cost to get him the information it contains it is probable he would appreciate it more. The advertisements also are equally instructive. Manufacturers do not pay good money for advertising space unless they have a message for the dealers well worth hearing Very often one advertisement or one article in a trade paper will pay the dealer many times the amount of his subscription.

To sum up then, buy early and not too conservatively; use your show window to best advantage; keep your eyes and ears open for what the children are most likely to demand; let your rivalry with your competitors be clean and healthy; don't fail to make use of all the pointers to be gathered from your trade paper and the results of your efforts will not fail to prove satisfactory from a financial standpoint.



In school equipment do not forget such items as school hand-bells, flags for school walls, maps and globes, and pay special attention to soliciting orders for blackboards and school desks.

SOME NEW SCHOOL LINES

Welcome newcomers in school goods this year are school bags made of suede finish split calf leather. These bags are black and come in three sizes. Not the least appealing feature is the price which, surprisingly enough, is lower than some other leather bags of a different finish which do not look to eye nor feel to the touch as being as substantial as these new school bags.

In the warehouse of Warwick Bros. & Rutter, a unique feature is the model stationery store window and school goods are being featured in these windows at present, a conspicuous item being the picture of the Prince of Wales reproduced on scribbler and exercise covers. The picture in question is the "picture that pleased the Prince," which the trade will recall was put out in art picture form by Pringle & Booth, following the visit of the Prince to Toronto.

In notebooks a new line is called "The Matric," being renewable books similar in sizes and rulings to the Imperial Ring Series but having pull-apart holders.

NEW AND FORTHCOMING

"Others," an anthology containing the best work of twenty-six of America's most distinguished poets, has just been published.





The cuts above show two of the new scribbling covers shown by the Copp, Clark Co.

NEWS OF THE TRADE

KENNER'S NEW STORE

J. H. Kenner, bookseller and stationer, Stratford, Ont., recently completed the removal of his stock to his new store at 76 Ontario Street, and the arrangement of his stock in the latter premises. The new store has ample window space and the roomy interior is well adapted for the attractive and convenient display of articles for sale, which include books, magazines, toys, novelties, etc. The store is one of the largest and most attractive of its kind in this section.

The store has a frontage of 25 feet and is 100 feet deep. It has excellent light in front and rear. There are two fine show windows. The store is steam-heated and has an excellent electric lighting system.

Mr. Kenner's friends in the trade will be glad to learn that he has completely recovered from the effects of the attack of the "flu" which had laid him up for about three weeks.

EMPLOYEES TOOK CHARGE

The employees of Warwick Bros. & Rutter were the hosts and hostesses of a happy gathering in the warehouse of the firm on the evening of April 9, when Messrs. G. R. Warwick, A. F. Rutter, H. C. Woods, and E. J. Hathway were among the guests of honor. Nearly 200 were present.

The entertainment began at the close of the working day, when supper was served upstairs, and from then till 11 o'clock the building resounded with laughter and with music, dance and songs. Thomas Barff, an employee for forty-eight years, proposed the toast to the firm, and, everywhere one found workers who had served for 25, 20, 15, 12 or 10 years.

For some time past there have been noon-hour chats and games and athletic exercises for the employees at this factory, and the verdict on every hand at this gathering attested to the growth of the community spirit.

The offices of the Barbee Wire & Iron Works are now located in new quarters at 444 Conway Bldg., 111 W. Washington Street, Chicago.

Toronto bookbinders are out after substantial increases in wages; another tendency toward higher book costs.

The Paper Box Co., Brampton, Ont., is reported to have increased its output by 25 per cent. over a year ago.

A recently incorporated concern is the Uxbridge Cardboard Box Co., Uxbridge, Ont.

NEW CHAIN STORE SYSTEM

The L. R. Steel Company of Chicago which has been operating chain stores throughout the United States during the last few years, has formed as a subsidiary company the L. R. Steel Company, Ltd., with head office in Toronto. The chief executive offices of the company are in Buffalo, but headquarters for Canada are in Toronto. Each office has three buyers. The Toronto one is in charge of Julius Berger, with Wesley Hanes and Clayton Pickard as buyers. All of these men are experienced in the chain store business.

The idea is to sell merchandise priced at 5 cents to $1. The originator of this idea is L. R. Steel, president of the company, who has had considerable experience with successful chain stores in the United States. He was general manager of the Metropolitan 5 cent to 50 cent stores in Buffalo and New York, whose business to-day annually is stated to be $8,000,000. This position he recently resigned to found the present company. Already one store has been opened in Montreal, two in Quebec City, one in Goderich, one in Owen Sound, one in Sherbrooke, P.Q., and one in Three Rivers, P.Q. The firm has options on nine other locations and anticipate having twenty stores in operation by the end of this year and doing an annual business of $2,000,000. The company plans to operate the stores under quite new arrangements from any which this country has been accustomed, the fittings, layout and whole idea are said to be original and promise to be the most advantageous for this kind of display. Some of the larger stores are to have modern cafeterias fitted up in their basements.

The company promises to engage Canadian help practically entirely throughout its Canadian stores and to buy Canadian merchandise so far as possible. The progress of these stores will be watched with keen interest by the trade and more particularly in the communities where the stores are opened.

NOVEMBER 11

Victory Day should loom large in the trade and it is up to jobbers and retailers to keep this event in mind, preparing well ahead to make it a big celebration day that will promote sales of goods in the book, stationery and toy stores.

RECENT INCORPORATIONS

Kardex, Ltd. Incorporators: Paul Emanuel Neumann, manufacturers' agent; Edgar Norton Kingsley Russell, agent; John Edgar March, news writer, and Wilfred Joseph Grace, barrister-at-law, and others, of Ottawa. Capital $20,000, divided into 200 shares of $100 each. Chief place of business, Ottawa.

The Abitibi Power & Paper Company are constructing at Iroquois Falls a newsprint machine of the 232-inch type, which will produce 100 tons of paper a day and 30,000 a year, with a value, f.o.b. mills, according to prices after the first of July net, of $3,000,000. This machine is the largest newsprint machine in the world.

William W. Thomson, a stationer, who died in Toronto on March 15, left an estate probated yesterday at $55,560.

THE SKATING REST

A new Canadian toy "The Skating Rest," just introduced by Potter's Hardware Toy Co., Montreal, is a contrivance for use by a boy on roller skates. It has a seat and the boy astride of this, seated, with his feet on the sidewalk, aided by a wheel on the end of the toy touching the sidewalk, is enabled to make great speed on the down grade without exertion. Thus he does not tire himself out but gets all possible exhilaration from the sport. This new toy should make a strong appeal to boys.

NEW SAMPLE ROOM

A change of the warehouses of the A. R. MacDougall & Co., which will improve the service of visiting buyers is the enlargement of the sample room to twice its former size, with the installation of suitable glass-covered show cases and other features that improve the display facilities. One circumstance that made this change imperative was the recent addition of the items constituting the new stationery and leather goods department supplementing the lines of stationers' sundries.

FACTORY ENLARGED

The A. J. Reach Co., sporting goods manufacturers, have recently completed a large extension to their Canadian factory at Bramford, Ont.

TRADE ENQUIRIES

Gramophone motors. — A Glasgow wholesale gramophone factory is in the market for 2,000 motors for gramophones of various types.



Books

ONTARIO LIBRARY ASSOCIATION

The annual convention of the Ontario Library Association was held in Toronto on April 5 and 6. An interesting discussion on buying books for libraries was sprung by E. S. Caswell, secretary of the Toronto Public Library, who maintained that the choosing of books for the library should be left to the librarian. Library trustees at once joined issue with him in this, President D. M. Grant intimating that quite frequently trustees knew ten times as much as librarians ever knew. Miss Reynolds implored the association to give the trustees something to do, lest they die of dry rot.

Miss Mary Black, of Fort William, maintained that while there should be no great room for iconoclastic philosophy, the library was a non-partisan institution, and should be open to lucubrations on any subject under heaven. This was objected to on the ground that it was all very well for a large library, but dangerous for a small one. The objector stated that her trustees, holding varying religious views, had compromised by refusing to have any literature savoring at all of religion on their shelves. Whereupon a lady claiming to represent the smallest library sending delegates to the meeting declared that two members of her board held very opposing views, but "we don't ask them 'can we have such and such a book?' We just get it—and they don't say a word."

The association endorsed the work being done by the Provincial School of Librarians, and recommended that the qualifications necessary for a librarian should be raised. Satisfaction was expressed at the announcement in the Speech from the Throne in the Ontario Legislature recently, that there was to be a revision of the Public Libraries' Act, and the hope was expressed that the Government would see fit to make more liberal financial provisions for the maintenance of public libraries. The governing bodies of the Universities of Ontario will be asked to establish a special course of study in Canadian literature.

The officers elected are: President, Miss Mabel Dunham, B.A., Kitchener; first vice-president, W. J. Sykes, B.A., Ottawa; second vice-president, W. H. Murch, St. Thomas; secretary, E. A. Hardy, B.A., D. Paed.; councillors, W. Briden, B.A., St. Catharines; Miss Lillian Smith, B.A., Toronto; G. W. Rudlen, B.A., Sault Ste. Marie; C. A. Byam, New Liskeard; F. M. Dela Fosse, Peterboro; D. M. Grant, B.A., ex-president, Sarnia.

Miss Mary Black, of the Fort William, Ont., Public Library, in an address on "Peeps Into Bookland," gave a comprehensive review of Canadian efforts, especially during the past year or two. She called attention to the fact that 1,340 copyrights issued in Canada during 1919 compared very favorably in proportion to population with 8,000 odd issued in the British Isles and 7,000 odd in the United States. The most marked characteristic of Canadian fiction, she said, was its wholesomeness, which went far towards making up for lack of experience in plot-construction and other details of the fiction writer's art.

The speaker strongly urged the libraries to give encouragement to Canadian authors and to assist them in keeping in close touch with the great literary movements in other countries.

A gentle criticism of Canadian libraries was contained in a paper on "The Public Library from the Publisher's Point of View," prepared by Mr. Frank Wise, of the Macmillan Company, of Canada, and read in his absence by Mr. Hugh S. Eayrs. Mr. Wise's paper, after pointing out that the publisher and the librarian had in common a great opportunity to assist in the education of the whole populace, emphasized the importance of keeping the libraries "sectionally excellent." It was remarked that the average public library in Canada to-day contained "too many books of an evanescent interest and an ephemeral value." He warned against catering merely to the reading taste of those who were avid for fiction.

BEST SELLING BOOKS IN CANADA

Fiction

House of Baltazar. W. J. Locke.....	118
Strong Hours. Maud Diver	104
Man of the Forest. Zane Grey	90
Great Impersonation. Oppenheim ...	75
Re-Creation of Brian Kent. Wright..	28
River's End. Curwood	25

Non-Fiction

New Revelation. Doyle	40
Line's Busy. Ullman	34
We Need the Business. Austnan	32
Vital Message. Doyle	18
Auction Bridge. Foster	16
Labrador Doctor. Dr. Grenfell	10

Didn't Know Huck Finn!

Nor Was Tom Sawyer Among His Acquaintances —Poor, Benighted Toronto Man!

THE other day I met a full-grown man, a married man, a man thirty years old, who hadn't read either "Huckleberry Finn" or "Tom Sawyer." What sort of a boyhood life did this poor benighted being put in to have missed one of the major pleasures of boyhood? He said he had lived in Toronto all his life! Wouldn't that make a bookseller weep? I would hardly have thought it possible for a young fellow to get through his teens without reading these high spots among stories for boys. What brought up the question was the interest I expressed in the coming of a screen version of "Huckleberry Finn." When he expressed ignorance about the redoubtable Huck I thought he was spoofing me! But he was in earnest, and his attiture toward Huck and Tom was as cold as a fish.

I wonder how many more there are like him? These books have long belonged to the staple stock of the book trade, and these movie productions should make them especially good sellers just at this time.

Up in Holland Township near Owen Sound a couple of weeks ago, a thirteen-year-old boy created quite a sensation by his effort to emulate the boat trip stunt of Huck and Tom.

He went to school as usual but left after the noon recess and headed for the Bruce Peninsula with his father's shotgun. He camped that night in the woods south of Owen Sound, and the following day broke into a boathouse about four miles down the Owen Sound Bay, and took a new rowboat and canoe.

The lad had never been in a rowboat before, but fortunately the bay was quite calm and he escaped drowning. About eight miles farther down the bay the boat went ashore, and the boy was found by an uncle who claimed him until his parents were notified. The canoe was found drifting in the centre of the Owen Sound Bay the following Sunday.

Another boy character being featured in the movies at present is little Chad, "The Little Shepherd of Kingdom Come," by John Fox Jr. Booksellers should make their windows and their newspaper advertising help to promote book sales every time a screen version of any well-known book is put on in a local theatre.

Dr. Helen MacMurchy, of Toronto, author of an important new book "The Almosts," having to do with the mentally defectives, has been appointed to have active charge of the child welfare division of the Federal Department of Health at Ottawa.



Selling Points About Timely Books

TATTERDEMALION

A new book by Galsworthy is one of the riches of the present book publishing season. It has been brought out in Canada by the Copp, Clark Co. The title "Tatterdemalion," expresses the wide variety of the stories in this volume—some are as fully elaborated as those which made the collection "Five Tales" so notable a success; some are brief, graphic presentations of a significant character; some are concerned with war and their figures are French or English soldiers; others are of English life and the striking characters of the English rural communities or of London. Among them are poignant expressions of a mood, or a view-point, carried upon a slight vehicle of narrative, like the "Muffled Ship" and "A Green Hill," such as have been interspersed with the serious essays of "A Motley" and other collections.

This is a distinctly worth-while volume, as are all of Galsworthy's books.

REINCARNATION

Florence Barclay's great public will welcome the announcement of a new novel after the long silence which the author's self-imposed war work has necessitated. Mrs. Barclay will add another to the increasing number of novels with psychic themes. Her "Returned Empty" is a daring story of reincarnation.

WESTON'S NEW JOB

When George Weston was writing "Mary Minds Her Business," he obtained his local color by working in a ball-bearing factory. As each chapter was finished he forwarded it to his publishers. Meanwhile the author's pay envelope at the factory was increasing in bulk, his share of the annual bonus was rising, he subscribed to an issue of stock that was open to employees only, and finally by hard work on the slide trombone he secured a place in the company's band and began to practise a solo for the annual barbecue. Meanwhile the manuscript was dragging and the publishers wrote an urgent call for the concluding chapters. "Can't you get someone else to finish the story?" the author answered, "I have a good job here now."

THE GRAY MASK

Wadsworth Camp's young hero Garth the detective who has been solving insolvable mysteries and dashing through amazing adventures in the pages of magazine fiction, now appears between book covers. "The Gray Mask," a mystery story of many episodes, is now ready. These stories are built upon the experiences of Garth, the young detective whose life is a continual venture into the unknown.

RED BELTS

Against a background of tangled intrigue; the plotting of Spain to gain the Mississippi Valley and the lands west; the accomplished fact of Spanish ships controlling the river's trade from its upper reaches to New Orleans; the diplomacy of Emperor McGillivray, the great chief of the Crees, half-Scotchman, half-Indian, who played the Spanish against the white settlers and who was inviting the Cherokees to a war of extermination against them; the ambitions of a few Americans who dreamed of setting up a new state under the protection of Spain—against this background pregnant with possibilities of romance and adventure, Mr. Pendexter sketches his novel of which the title is "Red Belts."

The story is permeated with the fragrance of sunlit trails, the smoke fires of Indian scouts, the rustling of the leaves, the vibrant undertone of forest life.

BLOOM OF CACTUS.

In his new novel, "Bloom of Cactus," Robert Ames Bennet tells a modern story set in the ancient cliff dwellings of the Southwest, those mysterious ruins which for years have fired the imaginations of scientist and dreamer alike. It is a colorful story, a very modern tale of treachery and love and hate flashed on the background of a glamorous past.

BOJER

Did you ever wish that there might be for you some Newland where you might leave the mistakes of your past and come away with a swinging step and a whistled tune on your lips?

Erick Evje, land owner, intellectualist and dreamer, longed for such a place. So, high up in the hills of his great property, he made a Newland, and there he put on little farms those people who had been the victims of his own moral and avaricious shortcomings and those of his father before him.

The possibilities offered in portraying the lives of these people for the dramatic pen of Johan Bojer are used to almost perfect advantage. Here one finds "the Maupassant of the North" in full swing, telling a story of such dramatic energy and tensity, with such completeness of character analysis and thought of plot, that one may readily say upon reading this book, with the critic, "It is a book that will live!"



—Orr in the Chicago *Tribune*

THE REASON HE'S SO HARD TO CAPTURE.

GROWING UP

Mary Heaton Vorse's new book "Growing Up" is a humorous, shrewdly philosophic novel of American family life. Its subtitle might be Parent's Progress, because it tells the story of the never-ending journey that must be taken by all mothers and fathers. It is swift-moving, tremendously funny, yet sometimes your eyes grow moist.

MERRYMAKERS

"The Merrymakers in New York," by Herschel Williams, published by the Page Co., is a tale of the lively adventures of four young people and includes such experiences as visits to the Hippodrome and various famous institutions, as well as participation in the Christmas and New Year festivities of distinctively Gotham flavor. This is a fine book for boys and girls in the later 'teens.

A GOOD WESTERN TALE

"Trailin'," is the title of Max Brand's gripping novel just published by Putnam's It is a tale of the bitter and relentless tracking down by Anthony Woodbury—Easterner, but with the West in his soul, clubman, athlete, dare-devil—of the man whom he believes to have shot and killed his father. From the "Wild West" show in New York to the bullet-riddled house and the lonely grave in the hills of the West, the adventurous and dangerous trail is followed doggedly—and at the end is found not death but life and love. The many who enjoyed this author's last novel "The Untamed," will find this a story of equally stirring interest.

THE ROUND TABLE

The British Empire, the League of Nations, and the United States is the subject of the leading article in the current issue of "The Round Table." Other important contributions to this number include "International Financial Co-operation," "Revolution and Counter-Revolution in Russia," "Problems of Europe" and various articles on questions pertaining to Canada and the other Dominions. In the Canadian section the subjects discussed are: "Sir Robert Borden and the Coalition," "The Farmers' Political Movement," "Naval Policy and Imperial Organization."

D'ANNUNZIO

Joseph Hergesheimer, in his introduction to Gabriele D'Annunzio's "Tales of My Native Town" soon to be published, points out an interesting difference in viewpoint and method between the Latin artist and the Anglo-Saxon story teller, a difference so fundamental that it must be understood in order to appreciate the full beauty of the Italian stories. Unlike the American writer, who strives for individual coherent action with the stirring properties of a plot, D'Annunzio does not cunningly seize upon the interest and stimulate and baffle it up to a satisfactory finale. In "Tales of My Native Town," D'Annunzio has not disentangled these coherent fragments from the mass of life. He has not lifted his tales into the crystallized isolation of a short story; they merge from the beginning and beyond the end into the general confusion of existence. It is useless for anyone not impressed with the beauty of sheer living as a spectacle, to read "Tales of My Native Town."



EDGAR WALLACE,
Author of "Green Rust" and a series of mystery stories known to all readers of detective yarns.

THE GOLD GIRL

In James B. Hendryx's new novel, "The Gold Girl" (Putnam's) a lost mine—an ever-present jug—and the West, are outstanding features secondary of course to the girl. Around these Mr. Hendryx has written a fourth of his stories of love and action, possibly his best. There are here also two suggestions of mystery—the character of the man and the contents of the jug.

JOKE ON A BOOKMAN

At the depot a woman rushed up to another and hugged her.

"Myrtle!" she said. "I haven't seen you in five years, not since we left the old home town. And you've married since then!"

"Yes," said Myrtle, "I'm married now."

"Oh, isn't that grand! And I understand your husband is quite a bibliomaniac."

"Oh, no, he isn't," said Myrtle, "he's been on the water wagon for two years."

LONDON'S SUCCESSOR

"Where Jack London dropped from the trail," said a critic not long ago, "Henry Leverage picked it up."

A new novel by Leverage, just published, is called "The Shepherd of the Sea." The character from whom the book derives its title is a unique personality in modern fiction—a huge and venerable missionary who cruises the frozen land "north of 53."

Leverage knows the North as few men do—knows not only its frozen distances and ice floes but knows its animals, its Eskimos, its legends, and archaic superstitions. The full force of this knowledge is utilized in "The Shepherd of the Sea."

NOVELIST GETS POST

Dr. C. W. Gordon (Ralph Connor) will be appointed chairman of the Joint Council of Industry to be set up by the Manitoba Government under the Industrial Conditions Act.

ROSE OF JERICHO

Although condemned in certain quarters for a doubtful moral tone, Ruth Boucicault's "The Rose of Jericho," a story of the stage, is a remarkably lifelike portrayal of a heroine of courage and fascination in her struggle against odds, new and unusual.

WINTER VERSE

From Duffield & Co., of New York, comes "Winter Sports Verse," an anthology compiled by William Haynes and Joseph Leroy Harrison. It includes poems by Robert W. Service, Richard Hovey, W. H. Lowell, Robert Bridges, and many others. It is the first and only collection of verse of this kind in existence, and its appeal is to every lover of open-air life and sport.

INSPIRATIONAL

"Touchstones of Success," is an inspirational book contributed to by many of the leaders in various walks of life among America's men who do things, and also some whose scene of activities is across the ocean. These men have taken the time to talk to thousands of young fellows who will be won by the alluring and inspiring messages in this book. It cannot fail to help many a young fellow to climb to the heights that so alluringly invite them.

CARDINAL MERCIER'S BOOK

Cardinal Mercier is one of the outstanding figures in connection with the Great War, and his story of what happened in Belgium during the German occupation is a book of tense and vivid reality. The Canadian edition of this book is now ready.

GOSPEL RECORDS VISUALIZED

P. Whitwell Wilson of the London Daily News, who has been engaged in lecturing in the U. S. in promotion of better relationships between that country and Britain, and who addressed the Canadian Club in Toronto a few days ago, is the author of two important books "The Christ We Forget" and "The Church We Forget," two books that vitalize Christian faith. The former book was described by the Chicago Herald as a life of Jesus Christ which surpasses in reverence, profoundly, limpid charity, keen insight, scholarly reference, daring devotion, fascinating pithiness and altogether overpowering force anything that modern Christianity has ever tried to produce.

The second volume draws a graphic faithful picture of the early Christians, of what they aimed at, on what they relied. It affords a glimpse of what the Church Militant vitally needs in order to become, even in these tremendous heart-searching times, The Church Triumphant. It makes one realize the pertinence and justice of the title, "The Church We Forget."

SONGS IN CITIES AND GARDENS

by Helen Granville Barker. This dainty volume of verse is published by G. P. Putnam's & Sons. Slight in theme, the poems are marked by genuine poetic insight and sensitiveness to beauty, and are without any of that unpleasantness so often associated with modern poetry. Some of the more beautiful among the "songs" have been inspired by wanderings in Spain and Italy. Booksellers will find this volume much appreciated by poetry lovers, and it would be particularly suitable as a gift books.

THOUGHT IT A BIT THICK

Silas K. Hocking, the author, was among the notable men who delivered lectures to Canadian troops in Belgium following the armistice, and in relating one of his experiences following a lecture Mr. Hocking said:

"Walking one morning through the straggling town of Orpe-le-Grand, I was accosted by a Canadian sergeant. 'Beg pardon,' he said, 'but are you the gentleman who wrote the book about the Fens of Lincolnshire called 'The Heart of Man?'

"I must plead guilty to that indiscretion," I said.

"Well, sir, I'm a native of Lincolnshire," he went on. "I did not go to Canada till I was nearly twenty and I know all the places you mention in the book. But, if you'll excuse me there's one incident that I've never been quite able to swallow."

"Is that so?"

"That about the farmer's wife, who, seeing her brother-in-law asleep in chapel, got to her feet in the middle of the sermon, and, taking her gig whip, leaned over the pews in front of her with the lash dangling over her brother-in-law's head. Then, with a sudden jerk of her arm caught him under the right ear, which made him jump clean off his seat, which so tickled the parson that he sat down bursting with laughter, and never finished his sermon at all. All the rest of the book I can believe easily enough, but that story is a bit too thick."

"Well, sergeant," I said, "that story is the only bit of actual fact in the book, all the rest is pure imagination."

"You don't say!" he said, staring at me and scratching his head. "Well, I'm flummoxed," and he turned on his heel and walked away.

HOME AND SCHOOL CLUBS

In reference to the following item from a Toronto newspaper, it would be good business for booksellers in other towns and cities to promote the forming of similar organizations in their communities:

A well attended meeting of Kew Beach Home and School Club was recently held in the school. Mrs. Courtice, school trustee, occupied the chair.

Miss Jackson, of the Public Reference Library, in the absence through illness of Miss Lillian Smith, delivered an address on "Story Books for Children."

"OF TWO EVILS?"

Sarnia, Ont.—As a result of the Lord's Day Alliance activity no Sunday editions of American papers were sold in Sarnia on Sunday, but hundreds of Sarnians crossed the river to Port Huron and returned with their papers. So large were the crowds that went over to the American side that the Ferry Company was forced to run a special boat schedule.

MAIN TRAVELLED ROUTES

After long preparation the Ontario Motor League has completed and published a road map for which tourists will owe that organization a debt of gratitude. The workmanship is superb and the map is lithographed on the finest quality of paper.

The map is entitled "Province of Ontario and International Main Travelled Routes," and is being distributed to the trade by the Musson Book Co. It shows in accurate outline the best roads in Ontario, Western Quebec, New York State and Eastern Michigan, with extensions into the states of Pennsylvania, New Jersey, Connecticut, Massachusetts and Vermont. It gives the location of all the cities and principal towns and villages, lakes, rivers and summer resorts in this area of over 200,000 square miles.

The roads shown extend all the way from New York City to Sault Ste. Marie, and from 100 miles east of Montreal to 100 miles west of Detroit. The relative importance of roads has been shown by the three class of line: heavy, medium and light.

Of great value, too, is the supplementary information given. On the reverse of the map are printed a number of city plans, speedometer readings for 6000 miles of important routes, a list of ferries, local and international, and license regulations to be observed by motorists in crossing the border between Canada and the United States.

The full size of the map is 38 inches by 24 inches. Folded for pocket use it measures 9½ inches by 4 inches.

SAM HUGHES' MEMOIRS

Ottawa, April 18.—Gen. Sir Sam Hughes will write his memoirs. He will spend the summer at Eagle Lake, where he will work on his proposed book.

WAR, HIS WAY OUT

"The Prophetic Marriage," by Warwick Deeping, describes the chequered career of "Tod" Western. His marriage nearly wrecks his career but the way of escape is found through the great world struggle. A book with live characters, brimful of human nature—living out the problems of to-day.

HAPPILY MARRIED

Corra Harris, in her new book, "Happily Married," unfolds her story with characteristic humor and a clever knowledge of men and women. The entire society of Sulgrave is involved. The women's club is torn by the violence of the Madden earthquake. The husbands, driven together for mutual support, decide upon a domestic reform which all but wrecks their days. Mary Madden is a resourceful and appealing character.

FAIRY TALES

"Mother," asked Tommy, "do fairy tales always begin with 'Once upon a time?'"

"No, dear, not always; they sometimes begin with 'My love, I have been detained at the office tonight.'"—Dupont Magazine.

DEATH OF DR. PELOUBET

The passing away of Rev. Francis N. Peloubet at the ripe old age of eighty-eight, at his home in Auburndale, Massachusetts, will be of interest to a great many Sunday School students. His was a life brim full of helpfulness, and thousands will bear witness to the assistance and inspiration which he has given them.

By parentage, by training, and by natural inclination, Dr. Peloubet was particularly fitted to take up the work of guiding and assisting those who, through loyalty, have taken up the work of interpreting the truths of the Bible to the young, through the instrumentality of the uniform Sunday School lessons.

When the uniform system came into being in 1873 there arose an early and urgent demand for a scholarly and practical commentary on the lessons for each year. Providence provided the right man to meet this emergency in Dr. Francis N. Peloubet, and when in 1875 the first volume of "Peloubet's Select Notes on the International Sunday School Lessons" made its modest appearance, it was hailed as exactly what was needed to make the lessons a success. Since that time, as regularly as the years have passed, so has appeared this wonderful volume—fresh, scholarly and comprehensive.

But Dr. Peloubet's activities have not been confined alone to "Select Notes," as he is the author and compiler of a large number of other volumes of distinct interest and value to Sunday School workers. His commentaries on the Bible have been recognized as leaders in the field. His book of selections by hymns for Sunday School use have always been popular, and his pamphlet quarterlies issued for the use of pupils of all grades are known far and wide.

He has devoted his entire life to God's ministry, and he passes away beloved by all with whom he either come into contact or was known through his writings. That he has been able to continue his work uninterrupted to the end and with an adherence to his early high standards, is a proof that his life has been an inspired one.

In the preparation of "Select Notes" since 1901, he has been ably assisted by Dr. Amos R. Wells as associate editor, on whom he has always planned that the mantle of his work might fall, which assures that Peloubet's "Select Notes" will continue marked by the long familiar Peloubet characteristics of scholarship, comprehensiveness, condensation, vividness, and practical value. So indelibly has the impress of Dr. Peloubet's life and work been felt in the co-operative work of those two authors, that, although he has passed on, yet his work and the benefits of it will be felt for many years to come by students of the Bible.

Many readers will be glad to know of Dr. Peloubet's various works, for besides "Select Notes" and the Sunday-School quarterlies, he was the author of "The Loom of Life," "Front Line of the Sunday-School Movement," "Studies in the Book of Job," "Select Songs for the Sunday-School," "The Revision of the Oxford University Bible Helps," "Cyclopedic Concordance," "Revised Edition of Smith's Educational Bible Dictionary," "International Bible Dictionary," "Treasury of Bible Information," and "Oriental Life."



The late DR. PELOUBET.

He is survived by his wife, who for many years was his collaborator, and also by four daughters. Dr. Peloubet's home life was an ideal one. Besides his intimate family he leaves eleven grandchildren and five grandchildren.

BACHELLER AND GARLAND

A periodical none too familiar to the Canadian news trade but one which will appeal strongly to many people because of its very name, is "The Red Cross Magazine," and the writer was well repaid for taking a peep inside the covers of the March issue, for his peep grew not only to a look, but a lingering stay, for therein he found among other good things a most interesting article by one noted novelist about another. The contributor was Hamlin Garland, and his subject was Irving Bacheller. In this article is told how, after America entered the Great War, Bacheller and Garland worked together to keep Americanism in the true path:

"Night by night we sat to conspire how we might work against the forces which tended to corrupt and degrade the ideal Republic of Washington and Lincoln and Grant. We appointed ourselves a committee of two with the purpose of embodying, so far as we could, the best traditions of our fathers, in order that they might be handed down to the generations whose narrow horizons included only brick walls and bristling sky-line water-tanks. We invented speeches, composed poems and outlined novels to this end, all of which amused us and did not harm to anyone else. In Bacheller's case it resulted in a series of satirical tales like 'Keeping Up With Lizzie,' 'Charge It,' and other of the Old Soc Potter monologues, whilst I composed 'A Son of The Middle Border,' and set down other stories and poems of the wondrous days of early Wisconsin and Iowa."

It is interesting thus to learn not only that "A Man for the Ages" had this great source of inspiration, but also that it applies to Bacheller's new novel, "The Prodigal Village," about to begin serially in "The Red Cross Magazine."

These are points of human interest which may be put to good use by booksellers in promoting sales of the books of both Bacheller and Garland.

JUST LIKE HUMANS

Hot from the press comes Lawton Mackall's "Scrambled Eggs" (Ryerson Press). There is a great deal of quackle and cackle in the world just now which might sound better in the mouths of ducks and chickens. So Lawton Mackall has put it there. Although the author of "Scrambled Eggs" would wince at the accusation of serious purpose, he has scratched below the surface in more than one paragraph and unearthed an appetizing morsel of moral and manner. Our whole modern flock is there in this biting barnyard burlesque; Gertrude, the duckess, who thinks that wives should be intellectual equals of their husbands, and believes in communal incubators; Martha, a plain hen, who thinks that woman's sphere is the egg; and Eustace, who cannot resist the role of martyr, and leaps needlessly into the maws of a mowing machine.

RATIONALIST PRESS ISSUES

In "Poems From Beyond," Reddie Mallett strikes out upon a path distinctly his own. He presents the experiences and cogitations of one who is supposed to have passed from this bewildering plane to the vastness of the Afterworld. He displays deep insight from his novel standpoint, and, while aiming many a shaft at conventionality, he commands a wide view of human destiny and of the way in which true progress lies as he sees it. His language is conversational, clear, and often sparkling with an individual vein of humor. The book is published by Watts & Co., of London. Other new issues from the same house just received are: "Mysticism, and the Way Out," by Ivor Tuckett, and the first four issues of a series of pamphlets on "The People's Platform," viz.: "Belief, Make-Belief, and Unbelief," by Hypatia Bonner; "Does Democracy Need Religion," by Joseph McCabe; "The Great Ghost Illusion," by Adam Gowans Whyte, and "The Truth About the Bible and Christianity," by Charles T. Gorham.

MRS. WARREN'S DAUGHTER

Sir Harry Johnston, who wrote that very good book, "The Gay Dombeys," has finished a new story entitled "Mrs. Warren's Daughter." It is a romance of the woman movement and is said to be a continuation of or a sequel to Mr. Bernard Shaw's play, "Mrs. Warren's Profession." The scenes are laid in London, South Wales, Epsom Racecourse and at Brussels. An interesting item about the novel is that G. B. S. has agreed to the plan for and publication of it.

Don't greet your customer with a beer, tobacco or onion breath. It hastens them to move on to more fragrant surroundings. No danger if you don't indulge during business hours.

School Text-Books Condemned

Growing Dissatisfaction With Some of Books Now in Use—Bookseller Must be Wary—Prospect of Reasonable Notice by Ontario's New Education Head

POSSIBILITIES of further new issues of school text books are indicated by such pronouncements as that of W. F. Moore, retiring president of the Ontario Educational Association, at the annual convention in Toronto on April 5 and following days.

He referred to the crowded curriculum. "I would materially change what each subject represents, and I would make these subjects graspable by the ordinary child mind. I am satisfied that there is too much stress laid on arithmetic in our schools. It is an overrated subject," he said.

What He Would Do

"I would like to have the opportunity of putting square measure, complex fractions, recurring decimals, trains meeting and passing each other, boats going up and down stream, and true discount into Flavelle's cold storage." These educational monstrosities he would leave in their frigid resting place "until Gabriel's last trump would assemble all the mathematical professors who are guilty and consign them to that incinerator whose torments ascend forever and forever."

Mr. Moore suggested, too, that the Department of Education take into their confidence experienced and successful teachers to help in the preparation of a school curriculum and school books, and he advocated that in school boards in urban centres a teacher should have the same right to speak as other members of the board.

At the next day's session one of the important addresses was "Grammar and Nomenclature," by J. D. Morrow, B.A., and a resolution was later passed to the effect that the English and history section endorse the adoption of a uniform grammatical terminology by the Board of Education, to simplify the study of English grammar.

New Latin Reader

By way of comment on the fact that many teachers in the province are convinced that the grammatical tradition has been pushed to the extreme, Prof. Crawford, of Toronto University, emphasized the fact that, though vitally necessary, grammar should be "the handmaid, not the mistress of language." "I am glad to hear," he added, "that a Latin reader is in preparation which will help to correct the narrowness and dullness of our present pass curriculum.

"It is of the utmost importance that our higher education should not become materialistic through too narrow a regard for practical efficiency."

One Toronto teacher, in referring to the Ontario Public School Speller, condemned the book because of its illogical arrangement. "Words similarly spelled and fulfilling one rule should be placed together," she declared. However, they are not, but worse than that, logic is not shown in the actual spelling of the words. If candour is spelled c-a-n-d-o-u-r, why is labour spelled l-a-b-o-r?

Great care must have been taken in preparing a speller when frequently words are incorrectly spelled. Skilful is spelled s-k-i-l-f-u-l on one page in the speller, and a little farther on the first "l" is doubled.

There must be—and teachers are unanimous in their decision—a change in spellers before very long, and when that change comes a little more care should be taken in the compiling. The speller must not be a jumbled mass of cumbersome words as is the present.

These changes of course are not immediately imminent but even if discounts are to be increased and the handling of school books made possibly profitable, the dealers will have to exert the same care in providing against too heavy purchases. This of course must not be carried to extremes because of the gargantuan appetites of the express companies in eating up the "apparent" profit made by booksellers and their school-book sales.

Hon. R. H. Grant, the Minister of Education, however, seems really to have the interest of booksellers at heart. He puts them on the same basis as other members of society, whereas the old Government seemed to think that booksellers were legitimate sacrifices to be offered on the altars of "cheap school-book" election cries.

There is a prospect that the new incumbent will meet the request of the trade that reasonable notice be given the booksellers of contemplated changes in text books so as to provide against their being stuck with big lots of discarded text books of no further value in the booksellers stock-in-trade.

The Ontario Department of Education on March 31 advertised for tenders for "Ontario Public School Arithmetic" for a term of seven years.

In New Brunswick

In Fredericton, N.B., on April 5, at a meeting of the Provincial Text-Book Committee, the chief superintendent of education reviewed the work of the Inter-Provincial Text-Book Committe at Halifax, which considered uniform school text-books for the Maritime Provinces. He announced that steps would be taken towards getting a new text book to replace Myers' General History. The chief superintendent said he had some samples of general histories of British authorship to present to the committee, but he had been unable to secure quotations as to prices from the publishers because of the uncertainty of costs of paper and production generally.

It was further said to-day that there were a number of other changes of text-books in contemplation but that these would not likely be made until the prices had been adjusted, as the present was not looked upon as a satisfactory time to be making new contracts.

An indication of what it is costing the Province to maintain school text books at the existing low prices is given by the vote by the Legislation in April of $50,000 for subventions to publishers to supplement the retail price of the books sold.

Prof. M. W. Althouse, of Rectory Street School, London, Ont., is in favor of combining five at present separate studies under one head. He believes that reading, literature, composition, spelling and grammar may be combined in one text book, instead of five or more different ones as at present.

This novel, not to say revolutionary, idea was first publicly advanced at a recent meeting of the Ontario Educational Association. Like all drastic proposals, Mr. Althouse's scheme came in for considerable criticism, but an impression was made, reports state, and the seed of a great new idea was perhaps sown.

CANADA'S IMMIGRANTS

In a book coming very shortly, the work by Professor W. G. Smith, of the University of Toronto, its title being: "A Study of Canadian Immigration," some interesting light is thrown on the workings of Canada's immigration policy by the character of the incomers during the first year or two of the war. From April 1st, 1914, to March 31st, 1915, enemy aliens—Austrians, Bulgarians, Germans, Hungarians and Turks—to the number of 8,864, found entrance into Canada. This was just four times the times the number of Canadians, officers and men, who were killed in the war up till November 30th, 1915. Even more surprising perhaps are some figures as to naturalization. Up to November 30th, 1915, the total Canadian casualties of all ranks were 13,017. During the approximately parallel war period of 1914 and 1915 Canadian naturalization was given to 13,065 incomers from central and southern Europe, of whom 8,938 were avowedly Austrians, 1,396 Germans, 521 Hungarians, and 580 Turks. Truly we have a Canadian melting pot.

Don't chase customers! Wait till they stop and show that they are interested in goods or some department, then approach them in a business-like manner.

New Canadian Copyright Bill

Significance of the Manufacturing Clause and How It May Work Out as a Boomerang for Canadian Labor

A NEW Copyright Bill is now before the Canadian Parliament, having ben given its first reading on March 26. It is almost identical with the one introduced in the Senate, March, 1910. This bill was not finally dealt with until last year, when it was thrown out due to the relation of the proposed Bill to manufacturing in Canada. It was the influence brought to bear by Labor interests that killed the Senate Copyright Bill.

In the new Bill a new clause replaces the provisions of the old Bill, this new clause reading as following:

> "The Governor in Council may by order in council direct that this Act shall apply to literary, dramatic, musical and artistic works the authors whereof were at the time of the making thereof subjects or citizens of a foreign country to which this Act does not extend, upon the accomplishment of all such conditions and formalities as may be required by the laws of such country with respect to literary, dramatic, musical and artistic works of a person resident in Canada."

It will be observed that this provides for the imposition of the condition of manufacture against U. S. authors, the lack of which in the old Bill was responsible for its defeat.

There is a pretty general feeling in the Canadian book trade that the attitude of Canadian labor in respect to Canadian manufacture does not sufficiently distinguish between the significance of books and other commodities and that what the Labor interests might possibly gain by insistence upon manufacture in Canada would be far more than offset by the loss in ethical benefits to the people of Canada resulting from too strict an application of the essentially commercial principles by which the opponents of the Copyright Bill thrown out last year were quite evidently guided.

It is futher pointed out that books and works of art should not be classed with cheese, cloth, corn-cure, or any other commodity of a transient or perishable nature but placed on the higher plane where they belong as agencies, making for mental, moral and spiritual betterment of the people.

"The Publishers' Weekly," discussing the new Canadian copyright bill, says:

"The new Bill has a mandatory effect in confining Canadian copyright with us to the conditions which we impose. This would mean practically a Canadian manufacturing clause to match ours; to this our country has certainly no right to object, and the only questions at issue are whether this is in the interest of Canada and whether, on our own part, we are not ready to give up our manufacturing clause and invite Canadian reciprocity of the broader sort.

The fact is that the American manufacturing clause has proved more or less of a boomerang and that a Canadian manufacturing clause would have much the same effect within Canada. Our own copyright office has shown that the manufacturing clause has operated to restrict British copyrights rather than to induce American manufacture on a large scale. A Canadian manufacturing clause would be less likely to induce Canadian manufacture because the market there is comparatively so limited. The manufacturing clause on either side would, therefore, be of more harm than good, a brake rather than a stimulus on home production.

We had hoped, and we still hope, to see the repeal of our American manufacturing clause on general principles rather than under the urgency of Canadian retaliation. It is only fair to point out, however, to American printers, who have been the chief proponents of the manufacturing clause, that retailation on the part of Canada which would be fully justified, would be a direct blow at their interests. A very imperfect canvass of the export trade of American books to Canada shows that a million dollars a year would be a low estimate of the books of American manufacture exported to Canada. The popular lines of the reprint houses go to Canada in large quantity, and many copyright books in American editions find a considerable market there. This market would rightly be cut off if Canada should retaliate, but, on the other hand, this retaliation, like most of the efforts of the kind, would have a reactionary effect in Canada and prevent the Canadian bookselling trade and reading public from getting their proper supplies without benefiting Canadian printers. In a word, all arguments, theoretical and practical, altruistice and selfish, tend toward the conclusion that the American manufacturing clause has been foolish and futile, and that Canada would do ill to itself if it should follow our bad example and inflict injury on itself for the sake of inflicting injury tit-for-tat upon us."

FRENCH WITH McCLELLAND AND STEWART

Donald French, who is well-known to the book trade through his connection with "The World of Books," as editor and to literary Canada as president of the Canadian Literature Club, of which he is the founder, has joined the staff of McClellard & Stewart Ltd. in the capacity of manager of the literary department. He is widely known as an educationalist and teacher, having for a number of years been head of a college department of English. Two editions have been published of his book: "Points About Poetry." He also edited the Standard Canadian Reciter.



DONALD FRENCH.

ANDERSON CROW, DETECTIVE

Marshal Crow, of Tinkletown, was elected to office not long after the close of the Civil War. On a number of occasions since then he has been on the point of retiring, only to find himself re-elected without opposition or even consent. Now, at the ripe age of seventy-five, he is still the principal man of the village. Tinkletown laughs at him, but will always honor and respect him. The new account of the detective of Tinkletown will delight all. The author is George Barr McCutcheon, and his brother John T. McCutcheon is responsible for the illustrations, which are "great!"

CAINE AND IBANEZ

Two big novels that will be coming this year are Hall Caine's "The Master of Man" and Blasco Ibanez' "The Enemies of Women." Both are at present running serially in one of the U. S. magazines.

THE CRESTING WAVE

Edwin Bateman Morris, author of "Blue Anchor Inn," has written a fine new novel published in Canada by the Copp, Clark Co. Its title is "The Cresting Wave." There was a man who had pirate blood in his viens. He believed that his success in life was determined by the amount of money he made, and that the way to make money was to be just a little smarter than others and to keep within the law. So he dug his spoon into the cauldron of business and brought it out full. He was looked on as a big man. Then a girl called him a pigmy—and proved it. And for the first time he questioned whether his scheme of life was good. And finally he found out what was wrong with himself and the business world.

Book Costs Continue to Increase

News From England and the United States on the State of the Markets, Showing Reasons for Increasing Cost of Books

THERE is no question but that book prices will continue to go up. Some important information has come to BOOKSELLER AND STATIONER from W. C. Bell, who is the Canadian representative of several important publishing concerns. The following is quoted from advice received by Mr. Bell from one of these publishing houses:

The cost of production of books is still rising and the onus of answering criticisms falls mainly on the bookseller. It occurs to us that you may be glad of a few particulars which will help you to explain the situation to your clients.

The cost of composition is now 2½ times what it was in pre-war days.

The cost of machining is 2½ to 3 times greater and of binding 3 to 3½ times greater than before the war.

Paper which cost 2⅜d. in 1914 rose during the war to 1s. 7d. (i.e., eight times the former cost) and, although since the Armistice it dropped to three times the pre-war cost, it has again risen and there is no prospect of any decrease.

Establishment expenses, such as rent, rates, taxes, salaries, catalogues, stationery, packing and all such items, have also greatly increased, and are often overlooked by the public when criticising increased prices.

Pre-war stock. A criticism which often reaches us is that while a rise in price may be reasonable in regard to stocks printed during the war it is not justified in regard to books printed before August, 1914. In the first place these critics ignore the fact that establishment expenses apply to pre-war books just as much as to others, and secondly, they forget that sheets printed before 1914 have to be bound now, and the cost of binding is exorbitantly high. If the publisher were to bind the whole edition of a book at one time, his risk would be materially increased, and his capital unnecessarily locked up. Sales are often uncertain and at times slow, and copies therefore are bound only to meet the demand.

Here are a few instances showing comparative cost of binding pre-war stock:

Published Price					
Pre-War	Present		Pre-War		Present
d.	s.	d.	s.	d.	s. d.
4½	3	0	7	6	8 0
5 3-5	1	8	1-5 5	0	6 0
7¼	1	10	10	6	12 0
4	1	1	6	0	6 0
4	1	9	6	0	7 0
5 1-3	2	3	10	6	12 0
4½	1	9	6	0	7 6

The bookseller, of course, realizes that the publisher receives only two-thirds to three-quarters of the increased price, and in all the above instances it will be noticed that the increased cost of binding (apart from establishment expenses) is more than the increased yield. These examples are taken at random and are by no means exceptional.

It is obviously impossible to raise the prices of books proportionately to the rise in cost of production—e.g.: to offer a book which normally would be 5s. at 15s. No one would buy it.

In short, we think it can be safely stated that the price of books has proportionately risen less than that of any other article of commerce, and this is a point it is well to make in dealing with the question.

In the United States

Mr. Earl of Doubleday Page & Co., who was in Toronto last month, pointed out that $2 fiction was common in the U. S. now, with $2.25 an early probability. Paper was costing as high as 17 cents as against 3¾ cents and 4 cents in 1913. Labor was costing 45 cents an hour for a 44-hour week. Cloth that used to cost 8 cents to 10 cents was now 40 cents for an inferior quality.

Mr. Earl defended the publishers of the U. S. against any possible charge of profiteering. Relatively books had not gone up in proportion with any other products. Board has risen from $36 to $75 a ton, an advance of 110 per cent. The exact rise in wages is very difficult to compute. It varies somewhat in different parts of the country, but certainly 60 per cent. would be a very conservative estimate for the average of the different trades which enter into the making of the book. Woman workers were lowest paid and have unquestionably had the largest percentage of increase. These rising costs, together with the increasing general expenses of printers and binders, have more than doubled the cost of manufacturing books.

James Duncan Phillips, of Houghton, Mifflin & Co., Boston, dealing with causes for book cost advances, is quoted as follows:

"For years the publishers had the paper-makers, printers and binders sitting on their doorsteps trying to sell paper or waiting for orders to print and bind, and constantly competing with each other for the honor of doing the work at a very moderate profit. Have you seen any of these gentlemen soliciting business lately? Your oldest friend in the paper trade regrets he can only give you so much a month. Those enticing letters telling of the wonderful facilities for printing and binding of the magnificent press of John Smith or Tom Jones are chiefly conspicuous by their absence. And you cannot blame John and Tom for realizing that their day has arrived (after all the lean years when they sat on your doorstep), and for taking a modest advantage of the same. They deserve it—times have not always been easy in the printing trades, but now this question of scarcity is unquestionably arising. There are not enough facilities in the country to do the printing and binding business now required. Here again the excess profits tax has its effect, for the commercial printers are so blocked with advertising printing (which is a favorite to use up excess profits) that they no longer serve as an overflow for the book work."

Most Books are Losers

"To pay its way to-day," writes Solomon Eagle in the New Statesman, "a novel must sell about 200 copies; most novels, and the majority of first novels, fail to do that. Publishers make on the swings what they lose on the roundabouts.

"He (the publisher) does earn something, and if you compare him to any other class of capitalist, he probably pockets a smaller percentage of profits made by the intellectuals with whom he deals than do his peers in other walks of life.

"I shall always protest against authors who think that the mere fact that they have written 100,000 words entitles them to large awards, and I shall always, when I see a publisher stoned and booed by an angry crowd, run in and remind the assembly that this is also one of God's creatures. For once—long ago, long ago—a publisher lost money on me."

The Worldings

A new volume in the uniform edition of Leonard Merrick's novels is now ready. This is "The Worldings," and has an introduction by Neil Munro.

William McLeod Raine

William McLeod Raine, author of some cracking good tales, was born in London England of Scotch parentage. He came to America in 1871 when 11 years old. His father owned a ranch and a sawmill in the west.

Mr. Raine believes in first-hand knowledge of the setting about which he writes. As a youth he would ride to the all-night ranch dances, where he picked up local color for his future stories. He went to New Mexico and browsed around among the old-timers to get material for "A Man Four-Square," talked with a number of them who had known Billie the Kid—two of whom had ridden with him in his raids, and one of whom had hunted him to his death. Equal care was taken in gathering the material for "Oh, You Tex!" as he did not trust to old memories, but refreshed them by another visit to the Panhandle for material.

PAPER VS. CLOTH COVERS

That paper-bound novels will not solve the question of the high cost of reading is indicated by a discussion in the Boston "Transcript." That paper published an editorial in which it was assumed, on the authority of a New York publisher, that the cost of books could be halved if novels were issued in paper covers.

Refuting this argument, Alfred R. McIntyre, president of Little, Brown & Co., of Boston, wrote the "Transcript" as follows:

"We wish to say a word with regard to your editorial on 'The High Cost of Reading' in which the statement is made that 'the publisher who would dare to bring out novels in paper covers . . . . can cut the price almost in half at the outset; he can cut it still further if he is certain that the public will respond and buy his books more readily because of the innovation.'

"The average novel, by a successful author, now selling for $1.75, costs its publishers, for press work, paper, folding, binding in cloth, author's royalty, advertising, and a proportionate part of the setting of type and making electrotype plates, about 80c a copy. This does not include a very heavy expense generally called 'the cost of doing business.' The average price at which the volume is sold to the bookseller is $1.05 per copy.

"The difference in the cost between the binding now generally used, a cheap cloth with one ink stamping, and paper covers would be about $.16 per copy. Accordingly, if paper covers were substituted for cloth bindings, the novel would cost $.64 per copy, and the publisher could secure the same proportionate profit if he made the price of the book $1.40, selling it to the book-trade, with the existing purchase discount, at $.84 a copy.

"It has not seemed to most publishers that this difference in price was large enough to justify the use of paper covers. They have been seriously influenced by the circumstance that booksellers, who are in touch with the feelings of the reading public, have made no complaint over increased prices and have invariably discouraged the issue of novels in paper covers.

"As to the further cut in prices which the publisher can make "if he is certain that the public will respond and buy his books more readily because of the innovation," this might be done as long as the change was an innovation, but once the practice of issuing the novels in paper covers became general, the increased sale of the individual publisher's books would cease.

"If the present extraordinary demand of fiction means anything, the public has not protested against the high cost of reading. As a matter of fact, the increase in book prices has not kept pace with the rise in price of most commodities. The $1.75 novel of to-day sold for $1.35 in 1915, an increase of just a shade over 30 per cent. This is due to the fact that publishers and authors, with few exceptions, have not attempted to increase their profits as prices went up, and such increases as have been made hardly cover the rise in cost of manufacture."

PSYCHICAL BOOKS

New psychical books this season include "Life Everlasting and Psychical Power," by Frings; "The Coming Science," by Hereward Carrington; "The Physical Phenomena of Spiritualism," by Carrington, "The Survival of Man," "Man and the Universe," and "Reason and Belief," the last three by Sir Oliver Lodge.

"The Road to Endor," by E. H. Jones, besides being an extraordinary story, will specially appeal to everyone who is interested in spiritualism. It tells in minute amazing detail how two young British officers, who previously knew nothing of the subject, took up spiritualism originally to amuse their fellow-prisoners in a Turkish prison camp; how they afterwards convinced not only the Turkish officials of their mediumistic powers, but even their fellow officers; how eventually the "spook" ran the camp, securing many privileges for the inmates and finally nearly effected the escape of two men who had kidnapped the Turkish Commandant and Interpreter.

"The Report of the Seybert Commission on Spiritualism" is a volume which covers one of the most thorough investigations of the truth of spiritualism ever attempted. During more than a year, the Commission carried on its interesting experiments. It was composed of Dr. William Pepper, Dr. George A. Koenig, Prof. George S. Fullerton, Mr. Coleman Sellers, Dr. Calvin B. Knerr, Dr. Joseph Leidy, Prof. Robert Ellis Thompson, Dr. Horace Howard Furness, Dr. James W. White, and Dr. S. Weir Mitchell.

"The Truth About Spiritualism," by "Rita" (Mrs. Desmond Humphreys), is the outcome of many years study of the problems of the "other side." The author sets herself to deal with the higher aspects of spiritualism. She felt impelled to state her own views and experiences, and in the actual writing seemed to be aided and directed by a force she could neither oppose nor explain.

CULTIVATE BOYS' TRADE

Let one boy have a good baseball glove, a new construction toy or a stirring new book of adventure and immediately every youngster in the neighborhood starts an aggressive selling campaign for those same articles in his own home that, nine times out of ten, gets the desired result. So the equipment of one boy becomes the standard equipment for his "gang." Book and stationery dealers should remember the wonderful force of "word of mouth" advertising among boys and take advantage of every possible opportunity to sell something good to a boy. Observe the emphasis on that word good. If it isn't good, woe to your future chances for business with that boy and his gang! The boy is the great apostle of the square deal. By winning his favor and keeping it your business will prosper.

FURTHER CHRONICLES OF AVONLEA

From the Page Company of Boston comes their new L. M. Montgomery book, "Further Chronicles of Avonlea." As to the interest this book will have for its readers, it is interesting to quote from Nathan Haskell Dole's introduction: "The people (of Avonlea), so distinctive, so real, so true to psychology. * * * limned with as poetic a pencil as Longfellow wielded when he told the ever-moving story of Grand Pre. * * * Part of the power of Miss Montgomery is due to her skill in compounding humor and pathos. The humor is honest and golden; it never wearies the reader; the pathos is never sentimentalized."

LITTLE COUSINS

A new volume to come soon in the well-known Little Cousins series is "Our Little Czecho-Slovak Cousin," the fifty-third volume in this interesting series.

SKATING

"A Guide to Artistic Skating," by George A. Meagher, published by T. C. & E. C. Jack, Ltd., is replete with plates and diagrams, enhancing the instructive value of the text. The author won the world's amateur championship in artistic skating at Ottawa in 1891 and in 1892, turned professional, claiming the world's championship, which, he states, has never been competed for, despite his repeated offers to meet all comers in competition, even to the extent of conceding fifteen points in the hundred.

PERIODICAL NOTES

Dodd, Mead & Company, New York, announce their intention to establish a new magazine to be called the Psychical Review, and to be devoted to matters of psychical research. Hereward Carrington is to be the editor, and among the contributors will be a number of men and women of international repute.

BOOK NOTES

One of the results of the success of the juvenile story of Daisy Ashford has been a perfect inundation of English publishing houses with manuscripts of the juvenile literary efforts of young hopefuls. They are despatched with great speed and with equal if not greater haste they are shot back through the mails from the publishers.

Over one hundred thousand copies of Mrs. Porter's new book, "Mary Marie," have already been sold by advance sales, although the book is not scheduled to leave the press for a month. This is a remarkable tribute to the ability and popularity of its author, who holds such a warm position in the affections of the public.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Son of Courage, McKishnie, cloth, $2; Mary Marie, Eleanor Porter, cloth, $2; Fiddler's Luck, Robert Haven Schauffler, cloth, $2; Twenty-Six Jayne St., Mary Austin, cloth, $2; Real Diary of the Worst Farmer, Henry A. Shute, cloth, $2.

Non-Fiction

Young People's History of the Pilgrims, William Elliot Griffes, cloth, $2.25; The Old Coast Road, Agnes Edwards, cloth, $2.75; Presidents and Pies, Mrs. Larg Anderson, cloth, $3.30; How It Feels to be Fifty, Ellis Parker Butler, cloth, 75 cents; Talks With T. R., John J. Leary Jr., cloth, $4.

Juvenile

In the Great Apache Forest, James Willard Schultz, cloth, $2.

THE MACMILLAN CO. OF CANADA, LIMITED

Non-Fiction

Human Factor in Education, J. P. Monroe, cloth, $1.80; Sir Hobbard de Hoy, Rev. E. H. Braley, cloth, $1.50; The Testing of a Nation, R. T. Davidson, cloth, $2; The War in a Nutshell, H. G. Haliam, paper, 10 cents; Education of a Nation, C. P. Hughes, paper, 25 cents; Bricklaying in Modern Practice, S. Scrimshaw, cloth, $1.35; Realm of Prayer, R. H. Coates, cloth, $2.50; History of British Socialism, Vol. I, M. Beer, cloth, $5; The Opium Monopoly, E. N. La Motte, cloth, $1.25; Principles of Education (Sociology), F. R. Clow, cloth, $2; Socialism in Thought and Action, H. W. Laidler, cloth, $2.75; International Waterways, P. M. Ogilvie, cloth, $3.50; Retail Salesmanship, P. W. Ivey, cloth, $2.50; Can the Church Survive the Changing Order, A. P. Fitch, cloth, 90 cents; The Life of William Booth, Harold Begbie, 2 vols., cloth, $12; The Letters of Anton Chekhov, Trans. by Constance Garnett, cloth, $4; The Chorus Girl, Chekhov, Trans. by Constance Garnett, cloth, $2.

Juvenile

Five Funny Tales, F. B. Kirkman, cloth, $1.20; Tea, Toys and a Tale, F. B. Kirkman, cloth, $1.20; Margot, Chastel de Boinville, cloth, $1.65.

McCLELLAND & STEWART LTD.

Fiction

Invincible Minnie, E. S. Holding, $2; The La Chance Mine Mystery, S. Carleton, $2; The Mask, John Cournos, $2; Trimmed With Red, Wallace Irwin, $2; Marching Sands, Harold Lamb, $2; The Mystery at the Blue Villa, Melville Davisson Post, $2; The Plunderer, Henry Oyen, $2; The Stars Incline, Jeanne Judson, $2; Happily Married, Corra Harris, $2; The Explorer, W. Somerset Maugham, $2; The Chinese Label, J. Frank Davis, $2; Mary Minds Her Business, George Weston, $2; A Place in the World, John Hastings Turner, $2; Those Who Smiled, Perceval Gibbon, $1.75; Whitewash, Horace Annesley Vachell, $1.75; The Prophetic Marriage, Warwick Deeping, $1.75; The Voice in the Rice, Gouverneur Morris, $1.50; Oh! Well! You Know How Women Are! Isn't That Just Like a Man, Irvin S. Cobb and Mary Roberts Rinehart, $1.10.

Non-Fiction

The Dover Patrol, 1915-1917, Admiral Sir Reginald Bacon, K.C.B., K.C.V.O., D.S.O., 2 vols., with illustrations, $11; Fifty Years in the Royal Navy, Admiral Sir Percy Scott, $6.50; Days of Glory: The Sketch Book of a Veteran Correspondent at the Front, Frederic Villiers, with an Introduction by Philip Gibbs, $6.

THE MUSSON BOOK CO., LTD.

Fiction

Ludendorff's Own Story, Eric Von Ludendorff, 2 vols., cloth, $8.50; My Memoirs, Grand Admiral Von Tirpitz, 2 vols., cloth, $7.50; Best Short Stories of 1919, Edward J. O'Brien, cloth, $2; The Inside Story of the Peace Conference, Dr. Edward J. Dillon, cloth, $2.75; Raymond Robins' Own Story, Raymond Robins, cloth, $2.25; A World Remaking, C. W. Barron, cloth, $2.50; Our Unseen Guest, Anonymous, cloth, $2.25; The Cockpit of Santiago Key, David S. Greenberg, cloth, $1.65; Poor Relations, Compton MacKenzie, cloth, $2.

THE RYERSON PRESS

Fiction

Mr. Wu, Louise Jordan Milne, cloth, $1.90; Lulu Bett, Zona Gale, cloth, $1.90; Cry of Youth, Lombardi, cloth, $1.90; Benjy, George Stevenson, cloth, $1.90; The Voice of the Pack, Edison Marshall, cloth, $1.90; Sunny Ducrow, Henry St. John Cooper, cloth, $1.90.

THE COPP, CLARK CO.

Fiction

The Cresting Wave, Edwin Bateman Morris, cloth, $2; This Side of Paradise, F. Scott Fitzgerald, cloth, $2; The Keeper of the Door (re-issue), Ethel M. Dell, cloth, $1.25.

Non-Fiction

The Life of Mrs. Robert Louis Stevenson, Nellie Van de Grift Sanchez, cloth, $2.50.

MYSTERY AND LOVE

Randall Parrish adds to his list of popular adventure stories "The Mystery of the Silver Dagger." An enticing mystery based upon the finding of a long, thin-bladed dagger with a fanciful hilt, on the floor of a touring car. This connects up with a girl with a silver dagger in her hat and starts a chain of very thrilling happenings.

VACHELL'S NEW NOVEL

In "Whitewash," Horace Annesley Vachell has succeeded in writing a novel of England in war-time without any war in it. There is a battle in the book but it is the battle of health fought by a young doctor against the lady of the manor who cannot afford to built sanitary cottages and drains. "John O'London's Weekly" says that "Mr. Vachell tells a good tale."

FRESH AND SINCERE

Horatia, the heroine of "This Marrying," by Margaret Culkin, is a very modern girl, feminine and lovable, and the record of her career gives a love story of to-day that is fresh and sincere, ideal and practical, modern, and yet as old as the world, all in one breath.

DO YOU KEEP A TICKLER FILE?

Here's something from a March book advertisement which other booksellers may well file away in a Tickler file to come up for attention next February so that it may be used in advertising books for next March. Does that sound like looking too far ahead? Perhaps so, but then it is done not only with the merit of the idea in mind but also to take occasion to urge booksellers to keep a Tickler file, entering ideas and suggestions, so that they may come up at just the right time to be used to the best advantage. Well, then, here's that March book ad. idea:

"A scintillating grate-fire, a deep-cushioned chair, a soft reading-lamp—and—a book! There you have the antithesis of all that March is—and its charm . . . By making your living-room and the content of your mind different from everything that the month implies, you find solace from the tyrant, weather. With the proper atmosphere, the suitable temperature, and the final transforming magic of a book, the trick is turned. March becomes June; congealing winds turn into murmuring summer breezes; sleet on the window-pane is the gentle tapping of fairy fingers spelling out a life of adventure and romance.

"But the book has to be the right one! It can't be just the ornamental volume which has been lying in a recumbent position on the library table for years. It can't be the "nice story" which a great-aunt once gave to a grand-niece in an effort to improve her potential womanhood. It must be a carefully selected volume with a special, personal appeal. Best of all it should be they rather than it—for there are going to the thirty-one March evenings, and a book apiece is not too many." That is a mighty good idea of proper barometical preparedness.

The Salesman Must { Be Well Groomed / Have a Good Vocabulary / Be Well Developed

Necessity of Concentrating Upon Outstanding Advantages of Merchandise Was Emphasized by Frank E. Fehlman, of New York, in Addressing Montreal Publicity Association on "Retail Salesmanship"—Appearance and Address Two Big Essentials.

WHAT proved to be a most illuminating address on "Retail Salesmanship" was delivered in Montreal last week before the Montreal Publicity Association by Frank E. Fehlman, of New York. Mr. Fehlman has been connected with some important firms, in which he has had the direction of their sales policies. Taking as his subject "Advertising Through the Retail Salesman," the speaker proceeded to deal effectively with various phases of retail selling, and brought some exceedingly strong arguments to bear on this very important question.

Mr. Fehlman referred, at the outset, to a School of Salesmanship which he had developed while connected with the Gossard Corset Company. As a result of the training extended to salesladies, and of which they turned out between eight and nine thousand, these women were able to dispose of several pairs of corsets to customers when they came in with the avowed intention of purchasing only one pair. In many cases, they had sold three, and even four, pairs of corsets, simply by knowing their business thoroughly and the use made of corsets. The speaker pointed out that this success in selling more than the customer asked for depended very largely upon what the saleslady knew.

"People rise just as high as their intelligence will take them. If you teach them right, they will do wonders. The clerk or salesman is successful just to that extent to which they are educated by the sales director," he pointed out.

Made Use of Charts

Mr. Fehlman made extensive use of various charts, which were simple but right to the point. The first of these was very interesting, in that it treated of the mentality of a prospective customer. Through investigation and extensive tests, the mind of the average individual develops gradually until noon. At noon, or the usual luncheon hour, the mental faculties are reduced again, and then gradually work up until three or four o'clock in the afternoon. Finally, by 10 p.m., they are at a low ebb.

The reason people do not go shopping until ten or eleven o'clock in the morning, is because they are mentally lazy. The logical time, therefore, to treat with a customer is when the mental faculties are at their best, as above outlined. As opposed to this, a customer coming in at 3 or 4 o'clock in the afternoon is likely to be in anything but a good frame of mind for selling. Not only so, but the salesman or saleswoman, who has been in all day, has probably retrograded by the middle of the afternoon, and it is the salesman who steps out for a few minutes, takes in a good lot of fresh air, comes back refreshed, dusts his shoes, washes his face and hands, and is then ready to meet customers for the next two or three hours, who makes a success.

This point was illustrated by the speaker in referring to a customer coming in to buy some tumblers. The lady wanting to buy tumblers did not care for them because they were too heavy, and found some other fault with them. The salesman, in this case, said: "I don't like them myself," and pointed out such advantages as the glasses possessed. They are made heavy, for instance, so that they will not break if they fall on the floor. The buyer has been so impressed with the salesman that she has forgotten she does not like the glasses, and goes away having bought them, and her remembrance is of the salesman rather than of the glasses.

Through investigation, it has been found out that the bulk of sales are centred in the small portion of the week, really the latter half.

Analyzing the Customer

Mr. Fehlman classified various types of customers in the following interesting manner. There are five classes, and these are:

(1) Those compared to a hand car;

(2) Those compared to the local freight trains;

(3) Those compared to the local passenger trains;

(4) Those compared to the fast express;

(5) Those compared to the Twentieth Century Limited.

Dividing the various classes of buyers into these divisions, the speaker went on to analyze them.

Of the first, or hand car type, there was a very small percentage among the average customers coming into a store. As a matter of fact, this was figured to be 1.6 per cent. of the total, and the speaker referred to them as pretty close to imbeciles. The next section, that of the freight train class, amount to 18 per cent., and these are rather stupid persons and of slow mentality. These are the people who must be told a story two or three times, explaining matters very fully and going over them. This class of customer, the speaker pointed out, was only 12 or 13 years old mentally, as a rule. The next group, that of a local passenger class, comprised 60 per cent. of customers. These are the people who receive from $1,200 to $1,400 a year, and are the backbone of any business.

"This is a group I like to talk to and advertise to," said Mr. Fehlman. "The next group is that of the express train class, and comprise 16 per cent. of the total. These people usually draw salaries of from $3,000 to $10,000 a year, and with such a class of people the salesman can talk faster and make his point much more rapidly than with any of the previous classes. These people accept the style and the buying case all the way along, and it is one of the reasons why this class is so important. The last class, that compared to the Twentieth Century Limited, comprise but 5 per cent. of the buyers, and these are the 'runners of the world.' This class is very exacting. They care not what they have to pay for an article, and are the hardest people in the world to sell, for the simple reason that they have whims of their own which few people can satisfy. Few salespeople are capable of handling this group."

Ever Meet This Kind?



Drawn for Cartoons Magazine by R. B. Fuller.

The Lady (acidly, to busy pharmacist): I have been standing here for some time to be waited on. I want you to look up a number in the telephone directory!

Handling the Merchandise

The speaker went on to point out how important it was to properly display merchandise before the customer. Some people like and some do not like a given article. Picking a napkin up from the table, Mr. Fehlman introduced a chart to illustrate his point, and emphasized the necessity of remembering that if one were selling napkins to a woman it was necessary to hold fast to the traditional shape and size of the napkin, so as to make use of the mental faculty of the prospective buyer. If a man intended to sell this napkin as a hand towel, the chances of success would be very small. Illustrating this point further, the speaker referred to his chart as one which had two lines; one of these was curved and was easy on the eye, and the other line was jagged and very hard to follow. This illustrated the point the speaker wished to make with regard to placing merchandise before the prospective buyer to the best advantage. It was very important to remember this point when showing goods which were being displayed for the first time, and the idea of the curved line and not the jagged line could be borne in mind.

Attention value was a very important point made by the speaker, and concentration was also greatly emphasized. Tests showed that none had been able to concentrate for more than two seconds at a time. This may sound strange, but the speaker was referring to the inability of the average human to definitely concentrate on a given article or subject without in the least diverging from the subject or matter in hand.

Trained Man's Advantages

This point was further illustrated by pointing out the necessity of concentrating upon the outstanding advantages of a given product. Taking a spoon from the table, the speaker proceeded to explain the advantages to a customer. The outstanding thing about this spoon was that it would not tarnish from using marmalade or eggs at breakfast time. Its second important point was that it is so heavily plated that it would not wear off at the points of contact. In the third place, "we guarantee it."

"By concentrating in this way it is possible to send home such important arguments that a sale is likely to be made," he said.

The same thing might apply to a type of underwear which sells because it possesses certain qualities. The same thing might be applied to clothing, haircuts, shoe shines, etc.

"If salesmen will not keep abreast of developments they will not be a success, for we are in times of rapid and constant change. A trained salesman will outsell untrained salesmen two to one, and this has been proven in many instances," said the speaker.

Mr. Fehlman pointed out that he had carefully analyzed what brought customers to a store. This analysis had revealed the fact that 78 per cent. came through the influence or solicitations of friends, 12 per cent. through advertising, and the balance of 10 per cent. just "dropped in." Repeat sales are the profitable ones.

"I think I can sell a man in 15 minutes the first time, but the second sale must be made on the value of the merchandise. The argument here must sink in if the customer is to be sold, after the first sale has been made. Quality is the only assurance of continued sales. No sale can be neutral. The customer must be either with you or against you."

Appearance and Address

The importance of a salesman being well groomed was pointed out by the speaker.

"When a customer comes into the store and approaches me to ask for something, once I have opened my mouth that customer has a mental measure of me," he pointed out, saying:

"Another important thing which must be possessed in a salesman, if he is to be successful, is that of a good vocabulary. The average salesman has 1,500 words in his vocabulary out of a total to be found in the English language of over 650,000." Through the use of a vocabulary—a business man's vocabulary which has been compiled—Mr. Fehlman pointed out that inside of six months five hundred new words could be acquired by an intelligent salesman.

In the next ten years, the cost of advertising could be cut down immensely if the retailer would open his own school for the development of his salesmen. This was illustrated by reference to an outstanding and successful men's wear man who is doing a large business in Chicago. This firm employed 85 salesmen, and they are required to go into an upper room from time to time, where dinner is served. At the close of dinner, about 7.30 p.m., they start out to sell each other the various goods. A salesman must sell, inside of ten minutes, a banker a suit of clothes, for instance. The same plan is carried out with other lines handled in the store, and the result of this schooling has been that salesman's remunerations have risen from an average of $25 to $60 a week to $45 and $175 per week, based wholly on sales.

"Sell Your Salesmen the Idea of Education," said the speaker. "The proprietor's interest in the salesmen is the most important factor, and he can be of much assistance by following out the above plan.

"Instead of selling a man who comes in to buy one suit of clothes sell him two. If he comes in to buy a hat sell him half a dozen."

"It Can Be Done"

This was emphasized by reference to a concrete case, where a young man who had been coached by Mr. Fehlman had changed his plans on the next customer who came in. He had put his idea into practical use, and when he got through was surprised himself at the results, having sold the customer a very much larger amount than he could have done under the old plan. After the customer had gone out he remarked: "You can do it, can't you?"

The matter of suggestion can be brought in here as, for instance, when a man comes in to buy a pair of socks: "Of course, you want a new pair every day, don't you?" and the customer will not acknowledge that he does not. He is very likely to take the suggestion of the salesman, and buy a pair for each day of the week. The same follows with underwear, shirts, shoes, etc.

"Deference to the customer," said Mr. Fehlman, "is something which all appreciate, and when a man comes in to buy one shirt, visualize his appearance, and then select two or three shirts and show to him that selection which will give him a proper shirt for all occasions."

INTRODUCING HORACE

The latest juvenile "phenom" among writers is introduced by George Ade. Not to be outdone by Sir James Barrie, with his Daisy Ashford *Coup de Maitre*, Ade has sprung upon the reading public Horace Atkisson Wade, aged almost twelve, and his 171-page book, "In the Shadow of Great Peril," in which there are hair-breadth escapes and thrilling rescues. There is a dainty damsel and a most villainous villain, who, by the way, comes to a dire end. Virtue emerges triumphant.

According to "Reedy's Mirror" of St. Louis, "If Horace lives to be thirty, he may write the Great American Novel."

BOOK BY DR. BLAND

There is to come this month a new book by Rev. S. G. Bland, of Broadway Tabernacle, Toronto. Dr. Bland is one of the leading preachers of the Methodist Church in Canada, and is well known from coast to coast. The new book, called "The New Christianity, or The Religion of the New Age," is one that will provoke discussion and should have a big sale. The author points out many weaknesses in the modern church and forecasts what the new Christianity is and means.

WOMAN

What promises to be a sensation in America as it already is across the sea is "Woman," by the French novelist, "Magdalene Mar."

The record that this novel has made for itself in a few weeks is unique in the history of the book business in France. The author has received letters full of enthusiasm from the greatest writers of France, England and elsewhere—H. G. Wells, Israel Zangwill, Georg Brandes, Romain Rolland, Bertrand Russell, Anatole France and others. Lectures are being delivered on the work. It is having a phenomenal sale, equalled only by "Marie Claire" and Barbusse's "Under Fire." The author has become a celebrity in a day and American correspondents in Paris are interviewing her and articles about her and her work will soon appear in the newspapers of America.

Development of Phonograph Industry

Ever-Growing Demand for Instruments and Records—Bookstores Are Important Outlets for These Products

I WONDER how many of us stop to think what the growth of the phonograph business has been within the few years of its inception. Its growth can be likened to the automobile which has made such rapid strides within the last ten years, and like the automobile it has come to stay.

Music is one of the oldest forms of entertainment known to this world, and can be traced back to the savages, and through the more advanced ages to about four hundred years ago when the "Klavier" was invented, to the modern piano of to-day, and though the piano has had a run of several centuries it is more popular to-day that at any other period of its history. To-day no modern home is without one, and although the talking machine has usurped some of its popularity it only goes to show that the human being must have music as a part of his daily routine.

No one has ever heard of any kind of a musical instrument having become obsolete, not even the Jew's harp or the mouth organ, which seem to live and to live for ever. It may therefore be taken for granted that the phonograph has come to stay. It is only a few years ago that the public in general thought that this new type of mechanical music was only a fad and that it would only last a short time. It has not only been proven that it has come to stay, but that it is to-day the most popular form and manner of entertainment. The reason for this seems that the younger generation is becoming lazier as far as studies are concerned, and prefer cranking the motor of the phonograph to sitting on a stool for hours practising scales on the piano. This does not indicate that we are becoming less musical, but it rather proves the fact that we prefer a better class of music than we can produce ourselves for our entertainment. This fact is conceded by all dealers as the public are demanding the very best artists on their records as well as operas and classical reproductions.

Although it is only a few years since Mr. Edison invented the wax cylinder record for the phonograph, undoubtedly the most important improvement since then has been the reproduction of the flat disc record. Its advantages are many as it not only gives a far better reproduction but many more records can be handled in less space, and, furthermore, they can be played on both sides and are more durable than the cylinder records of Mr. Edison's invention, which, by the way are still being sold by many dealers throughout the country, more especially in the smaller farming districts. In the cities they are very rarely encountered to-day.

The phonograph business as it is to-day is one of the foremost industries, and the capital employed runs into the billions, and the amount annually spent by the purchasing public is far in excess of that spent for any other musical instrument, including the piano and the player piano. To-day you see hundreds of book stores, drug stores, and fancy goods stores, and all kinds of stores handling phonographs, who would never think of handling any other musical instrument.

Another large business which is an outgrowth of the phonograph business, and which is closely connected with it comprises phonograph specialties and supplies. This is a particular business of its own, and few people can realize how really large it is. To-day there are manufacturers of different kinds of specialties who are doing an enormous business in selling through dealers, and to the public, various specialties and supplies. Take for instance phonograph needles. Have you ever stopped to consider how many kinds of needles there are on the market to-day? all of which, with a few exceptions, are good, and are purchased by the public in large quantities. Have you ever thought how many billions of ordinary steel needles are sold annually? Can you realize that the sales of such a small thing as an ordinary steel needle run into millions of dollars per year? These are the facts of the ordinary steel needle, and besides these there are hundreds of varieties of so-called permanent and semi-permanent needles sold to the public.

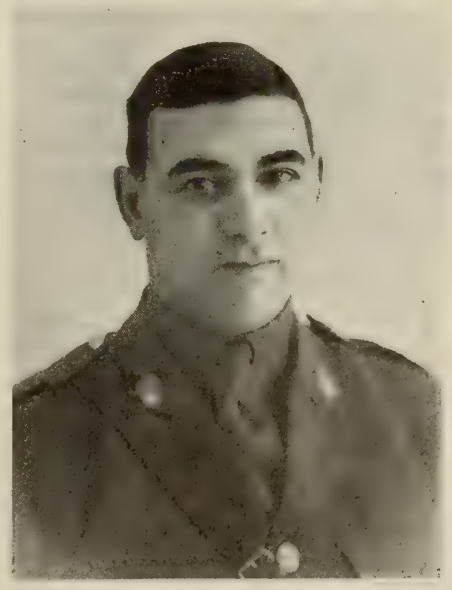
Outside of needles there are quantities of phonograph inventions which the purchasing public are eager to grasp and buy and on which hundred of inventors are spending their time in perfecting. A few of these which I would like to cite are: Devices for automatically winding up your phonograph by an electric motor when it is run down, or an electric motor which will run your phonograph instead of the ordinary and very troublesome spring motor, which will, I believe in the near future become obsolete in the larger towns when the electric phonograph motor, which is only in its infancy, is properly developed. There are other articles which will repeat your records automatically. These articles are very ingenious and at the same time very simple and are indispensable to the public to-day. They are very useful when dancing, during meal hours, for educational purposes, and for other uses. Then there are other novelties such as electric lights, so that you will not spoil your records if your phonograph is placed in a dark corner, or if you are using it in the open in summer.

One of the first attachments that was invented and of which there are many different types on the market to-day is the automatic stop, a great number of which, unfortunately will not automat. Though the majority of these are of little value, and those that are good are very seldom used by the public when they are installed on machines, as they are undoubtedly more nuisance to set them than to stop the phoongraph by hand, nevertheless the public, when purchasing a phonograph insist that it be equipped with an automatic stop, and of course the dealer must cater to the fads of his customers. In recent years there have been a few automatic stops made that work off an electric battery and have more positive contacts than can be devised by a mechanical contrivance. These are far superior to the automatic kind worked by a spring.

Many ingenious devices have been effected for keeping your records in perfect order, and to prevent them from being scratched. The kind most commonly used is the record album. These are easily handled, and sell at a popular price. There are several good systems installed in phonographs, and in the writer's opinion the best of these are those that keep the records flat, as when a record is upright it has a tendency to warp if it gets at all warm. In this respect I would like to mention that a dealer should be very careful if he places any records in his window for display as he is liable to be the loser should the sun strike them. For display records in windows some of the big manufacturers are now supplying imitation records made of cardboard, or more often of sheet metal.

In conclusion, the writer would like to state to those who are still pessimistic

Continued on Next Page



Arthur H. Kempton.

Tells of British Supremacy

Aubrey O. Hurst on the Outlook for World Trade in British Stationery, Leather Goods and Toy Products

ACCORDING to Aubrey O. Hurst, manufacturers' agent for various paper goods, lines including playing cards, greeting cards, writing papers, etc. English manufacturers of toys, paper specialties and leather goods, novelties have struck the death blow to Germany's former supremacy in these lines.

Mr. Hurst is enthusiastic regarding the extent and significance of the British Industries Fair which he attended in London.

"Many firms had to placard their booths with signs that no further orders could be accepted for delivery," said Mr. Hurst. They had completely sold out. Millions of dollars' worth of orders were booked, and only for shipment in Britain. So far they had not attempted to exploit the export trade, having a greater market at home than they could supply. With a greater enterprise they could virtually control the export markets, was Mr. Hurst's view.

"While British goods are somewhat higher in price than the German goods, they are of much better quality. It is noteworthy that the new industries are making far greater headway than the old lines of staple manufactures as many of these latter failed to reorganize their plants for post-war trade from the various branches of war industry in which they were engaged."

Among the firms represented by Mr. Hurst is that old-established concern, William Ritchie & Sons, Ltd., of Edinburgh, Scotland, described by Mr. Hurst as being "seventy years young," because, endowed with the steadiness and calmness and discriminating outlook that come with years, it pulsates with the vitality and hope of youth. Generations have arisen, contributed their quota, looked their last upon the sun, and gone to their rest since the late Wm. Ritchie laid the firm's foundation-stone. A man of high integrity and clear vision, he builded well. Broad-based on the immutable principles of fair and honest dealing, the edifice grew and expanded. Today it is one of the most reputable and successful firms in the world of stationery. Those who followed the founder remained true to his lofty ideals. Established in 1850, the business was taken over by the managing directors, Mr. Wm. Ritchie and Mr. A. Spottiswoode Ritchie, and shortly thereafter the premises at Elder Street, Edinburgh, were considerably extended. In 1901, after the death of the founder, the business was converted into a private limited company, and certain of the firm's employees acquired a shareholding interest. A new factory and greatly enlarged warehouse followed in 1907, making the establishment compare favorably with the largest of its kind in the world.

It is by Mr. Hurst's connection with the house of Charles Goodall & Sons as Canadian representative, that Mr. Hurst is probably best known to the rank and file of the Canadian stationery trade, and to Mr. Hurst this paper is indebted for the brief history of playing cards, appearing in this issue as published in booklet form by the Goodall firm

BRITISH TOY TRADE

One of the most spectacular sections of the British Industries Fair in London was that devoted to games and toys, the manufacturers of which have increased notably since the determination to capture the trade from Germany. This fact was notably established by the numbers of firms producing the appended doll specialties alone: Dolls, 77; dolls' clothing, 50; dolls heads and limbs, 22; dolls' houses, 23; dolls' masks, 7; dolls perambulators, 3; dolls' wigs, 14.

There were thirty-eight firms making toys described uncompromisingly as "educational," and sixty-five exhibiting "constructional" toys, indicating that the youths of our times are changing in the matter of nursery diversions.

SOLID BRITISH TOYS

The British Toy Fair this year secured some fifty million dollars' worth of orders for British manufacturers. The Overseas Trade Department of the Board of Trade was the organizing body, and a Canadian, Sir Hamar Greenwood, was the man at the head.

There was a great display of British-made toys. Of these toys, F. A. MacKenzie, British correspondent for the Toronto "Star," cabled his paper as follows: "These British toys are solid, with good wearable qualities, and very varied. They were not so ingenious as some of the toys that America has been turning out. I did not see so many mechanical and electrical designs, but dolls and Noah's Arks, games of all kinds, and little tricks were there in abundance, and above all they were toys that would wear. In the old days when we depended on Germany and Japan for our toys most of them were broken and useless the day after they were bought. These will last for generations."

British Doll Industry.

A report on the doll making industry by the U. S. Consul at Leeds, England, reveals some facts of interest to the Canadian trade as being indicative of the success which has attended the efforts of British manufacturers in replacing German dolls in the markets of the world.

For several years before the war a Dewsbury firm had been engaged in handling mohair and other kinds of hair for a variety of purposes, and had at its command trained labor which could be readily adapted to enterprises on somewhat different lines. The Board of Trade realized the practicability of this firm extending its business and thus helping to overcome the situation created by the lack of German dolls, and the very small supplies that were coming from France and the United States.

Some dolls were being made in England, but they were outclassed by foreign productions with which there was no effective competition. In a remarkably short period these conditions have been changed, and the Dewsbury firm is now carrying on a flourishing business in all branches of the doll-making trade at a large factory equipped with up-to-date plant and machinery. Already upward of 800 workers are employed, and the output has reached considerable dimensions, with constant developments under way. The range in designs in dolls number fully 1,000, and many of the models are equal to any formerly produced in foreign countries. The position has been so reversed that it is hoped that not only can the home market be adequately supplied, but a considerable number of dolls exported. The production of hair frames is also being developed; the output of these is over 20,000 a week. A large percentage of them being sent abroad, there being excellent demand for them.

DEVELOPMENT OF PHONOGRAPH INDUSTRY

(Continued from page 53)

as to the future of the phonograph business that if they will review the facts herein set forth and remember that this industry has increased 100 per cent. per annum for the last five years or more, and if they will further review the rapid strides attained in the perfection of the mechanism and in the construction of the cabinets, and if they will also study the advertisements in the different monthly periodicals they will then realize that millions of dollars that are being spent to educate the public, and furthermore, when they consider the perfection attained in recording as well as manufacturing the records, they will agree with me that the phonograph is now no longer an experiment or a toy but that it has come to stay, and, like the piano, its popularity is ever on the increase, though each one has its own many virtues. I would also like to point out and draw a comparison between the phonograph record and the moving picture film, as both of these are the only way by which we can demonstrate to future generations the ability of our statesmen and artists of to-day. The one by showing them on the screen and the other by recording the power of their voice through immortality.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Parkhill, Ont. — Benham's Bookstore advertises "Knitting yarn, all shades" and books on knitting. This may inspire some wiseacre in a metropolitan centre to wax cynical at the expense of the small town bookstore, but it must be remembered that bookstores in towns of two or three thousand people or less must carry more lines than books and stationery proper in order to make a worth-while livelihood.

Grinham's, in Oakville, Ont., is another store where notions and women's fancy goods are sold, and these lines constitute a most attractive department in that store.

Bowmanville, Ont.—W. T. Allen, who advertises his store as the "Big 20 Bookstore" has a good live wallpaper department, and has been running some good strong wallpaper advertisements in liberal newspaper space.

Ridgetown, Ont.—J. S. Little, of this live little town, is another stationer who has been doing some good wallpaper advertising this season, using a space two columns wide by five inches deep in the Ridgetown "Dominion."

Bracebridge, Ont.—J. H. Elliott has been using a double column space six inches deep in the Muskoka "Herald," advertising wallpapers this spring, and the copy was good and snappy.

Lethbridge, Alta.—"Just the thing for the home" as applied to a box file is a rather unusual appeal with this line, and opens the way for additional sales of box files to many other stationers who have probably not thought of the suitability of the box file as a home convenience.

Calgary, Alta.—"Big British Mail Just In." This was the heading in large type of an advertisement of Pearson's Bookshop advertising Old Country papers and periodicals and mentioning particularly Children's comics.

Smith's Falls, Ont.—John Hart, in connection with his wallpaper publicity advertises silver polish, floor wax, "Satinette," the new cleaner for wallpaper, plaster, window shades, etc.

Orillia, Ont.—Smith's Bookshop advertised leather goods in good newspaper space, announcing receipt of a new shipment of the latest styles in ladies' purses and handbags at from 75 cents to $5 each, and music rolls $1 to $7 each.

Burlington, Ont.—An unusual bookstore advertisement in the Burlington "Gazette" of April 7 was that of Jocelyn's Old Country Bookstore, which, under the heading of "The Friendly Work," presented this paragraph:

"Every day I bless my work because of the joy it brings to me. The men with whom I do business are more than mere business acquaintances. Most of them become personal friends. Even if we had no business connection I should want to know that they were in my life. They pay me money, it is true, and that money is necessary. But they pay me more than that. They pay me in the finer coin of their own personalities. I think that I am one of the richest men in the world. Life has been and is very good."

This was followed by mention of the following items: Choice Booklets, Cards, and Novelties, Hymn and Prayer Books, Bibles, and other nice Gifts.

"Tara, Ont.—Van Dusen & Son, of the Leader Bookstore, have been advertising wallpaper in liberal newspaper space. In advertising semi-trimmed papers this paragraph was used:

"The trimming of the paper is done at the factory, so all you have to do is to break off the selvedges, leaving an accurately-trimmed roll that is easily and quickly hung by one unaccustomed to the work. They also prevent half the litter and "muss" that usually accompanies paperhanging."

Hanover, Ont.—Taylor's Bookstore advertised special lots of paper up to nine rolls with borders to match at special prices of 6 to 10 cents a roll. Retailers who make it a point to thus keep endlots cleared away will be able to keep a much cleaner stock than is otherwise possible, and the money realized, even though below actual cost is really money gained, because if not thus sold they will become dead stock and take up room that should be occupied by live stock that is saleable.

Brampton, Ont.—Another firm that features ready-trimmed wallpaper in its advertising is Cowling's Variety Store. This store uses newspaper electros with good convincing copy in space two columns wide and six inches deep.

Truro, N. S.—"Keep the Home Walls Smiling," is the striking heading of a wallpaper advertisement used by T. Ford in the Truro News.

Kingston, Ont.—Under the heading in big display type "Canadian Papers for Canadian People," the College Bookstore advertised Toronto and Montreal illustrated weeklies, "on sale every Thursday morning."

Trenton, Ont.—Ed. A. Simmons advertised fifty new patterns representing latest designs "also latest sample books from Rentley's, Empire Co., R. N. Boxer Trebilcock and others." Stress was laid in the variety to choose from.

Huntsville, Muskoka. — George Morgan's store is hereafter to be known as Morgan's Novelty Store, and 25 cent articles will be especially featured.

Fredericton, N. B. — The McMurray Book and Stationery Co., Limited, in their advertisements include this line at the bottom: "The Piano People." In a recent advertising featuring wallpaper this paragraph was included:

"We have the finest selection of Varnished Tiles in the Maritime Provinces and the price is very low for such high grade goods."

Vernon, B. C.—A new idea for a wallpaper department is to advertise it as "The Paper Parlor," as included in the advertising of Wm. Forester, of Vernon.

Newcastle, N. B.—R. A. N. Jarvis, "Books, Music and Stationery," uses newspaper display space to good advantage. A recent advertisement featured papeteries, tablets, envelopes in bulk, and standard brands of inks.

Charlottetown, P. E. I.—In connection with the announcement of a wallpaper catalogue copy was run by Moore and McLeod Ltd. as follows in a newspaper advertisement:

That wonderful new money saving wall paper catalogue will be ready in a few days. Is there a room in your house that needs paper—ask for the catalogue. The catalogue contains a large number of actual samples of new wall paper designs for spring—the prices are the lowest you will find in CANADA.

Use the Coupon—Ask For a Copy.

MOORE & McLEOD, LIMITED
Charlottetown, P. E. I.

Send me a copy of your new spring wall paper catalogue.

Name ....

Address ....

NOVEL WALLPAPER ADVERTISEMENT

Somewhat of a sensation was caused by a full page advertisement printed on actual wallpaper appearing in the issue of the Toronto "Daily World" for April 7.

The wallpaper in question was the same in each of the newspapers as indicated by the following quotation for the announcement in regular newspaper page form printed on the reverse side of the pattern:

"See sample of bird chintz paper on reverse side of page. It is a special bedroom paper and is obtainable in blue and grey or green and grey. Order a supply for your spring needs."

The only words printed on the pattern side were:

"See Reverse Side of This Page.
"T. Eaton Co., Ltd."

The total issue of the paper for that day was 40,000. Over 5,000 rolls of wallpaper were used, and something of the magnitude of the preparatory work entailed may be gathered from the facts that the paper had to be trimmed as for papering and had to be put on rolls for feeding into the press the same as the newsprint, being run on a regular rotary press between two rolls of newsprint, which meant that the wallpaper page was included in the folded papers as delivered from the press.

The Eaton people admitted that the advertising was very expensive, but asserted that it was wonderfully productive in sales results.

Origin of the Steel Pen

Interesting History of the Industry That Succeeded Quill Pen Making

FOR the following brief history of steel pens from their inception over a hundred years ago, BOOKSELLER AND STATIONER is indebted to A. Roy MacDougall, who obtained this information when visiting the John Mitchell Pen Works when he was in England a few months ago:

In ancient times a kind of reed (Lat. Calamus) was chiefly used, though sometimes the letters were painted with a fine hair-pencil, as among the Chinese at the present day. Quill pens probably came into use after the introduction of modern paper. The English name pen is from Lat. Penna, a feather; but the old form of penna was pesna or petua (=Gr. Peteron), from the root pet, to fly; and just as (Lat. Ped) is identical with (Eng. Foot), so petna or peteron corresponds to feather (Ger. Feder). During the eighteenth century many efforts were made to improve the quill pen, the great defect of which was its speedy injury from use, and the consequent trouble of frequent mending, especially in schools, where the schoolmaster and penknife were always busy.

Moreover, even the most skilful maker of quills could not insure uniformity of quality, and any variation affected the writer's work. These efforts were chiefly directed to fitting small metal or even ruby points to the nib of the quill pen, but the delicacy of fitting was so great that but very little success attended the experiments. About the year 1800, pens began to be made wholly of metal; they consisted of a barrel of very thin steel and were cut and slit so as to resemble the quill pen as closely as possible. They were, however, very indifferent, and being dear (the retail price at first was half-a-crown, and subsequently sixpence each) they made but litle way; their chief fault was hardness, which produced a disagreeable scratching of the paper. Further, being hand made, they were both clumsy and expensive, and no two were alike in their action.

In 1822 John Mitchell turned his attention from penknives to pens, and invented the press tools used in the various process of pen making.

By these inventions it became possible to produce pens infinitely superior to the hand-made article at a price that placed it within the reach of the poorest.

A few years later, Joseph Gillott also commenced to manufacture by machinery, and several other firms followed, until the penmaking became and remains one of the staple trades of Birmingham.

The steel pen made its first appearance early in that famous half-century that saw the birth of the penny post, of the steam railway, the steamship, and the telegraph, and, indeed, may be said to have assisted in the vast schemes of intercommunication which join up the ends of the world.

War Stamp Tax Produces $8,000,000 Revenue

No Prospect of Its Removal, Because 1919 Surplus of Post Office Department Was $2,329,000—Periodical Postage to be Increased

By T. M. Fraser

Ottawa.—It may be taken as a practical certainty that the postal war tax of one cent will not be removed for this year, at least. The Postmaster-General estimates that the amount of revenue secured from this last year was not less than $8,000,000, of which about $2,000,000 was for cheque stamps, leaving a net amount of $6,000,000 to be credited to the war stamp. The surplus of the department last year was $2,329,000, so that to drop the war tax stamp would make a deficit of about $4,000,000.

It is also proposed to increase the rate charged for carrying publications. It is proposed to increase the rate from one-quarter of a cent a pound to one cent with the probability of further increases later on and with a higher rate for papers carried beyond the 300-mile zone. The publishers will probably contend that the rate should be no more than doubled and that on a flat basis. They argue that the department should not expect to make money out of their business as papers and periodicals are an educational factor.

Drastic New Bill Aims to Put Trading Stamps Completely Out of Business

Proposed Measure Will Make Party Who Accepts the Trading Stamps Equally Guilty With the Merchant Who Issues Them and Liable to a Heavy Fine

LOUISVILLE, Ky.—Trading stamps are likely to become as dangerous to have in one's possession as whiskey if a new bill now before the Legislature becomes a law.

The Legislature is determined that the brilliantly printed little piece of paper shall absolutely be an outcast, and to this end there has been drawn up a most drastic legislative weapon.

According to this bill the customer who accepts a trading stamp from a merchant is equally guilty with the merchant and subject to the same penalties, which range from five days in jail and $5 fine to fifty days in jail and $50 fine.

Only One Exception

But there is an exception.

If the customer who accepts a stamp turns informer on the retailer, then that customer's guilt is automatically wiped out, rescinded and "nulled" and voided.

But there is another exception.

While the law agrees to throw its protecting cloak around the customer who turns state's evidence and consider her crime as though not committed, it does not do this to the extent of protecting said erring consumer from prosecution for perjury.

All of which means that if the consumer should slip under the stress of temptation and accept a trading-stamp bribe from her retailer, the very best thing she can do is make tracks for the district attorney's office and confess at once before she has given herself a chance to tell a lie about it.

Legal Definition

The law thus defines a "trading stamp":

Section 1. The term "trading stamp," within the meaning of this act, is defined to be any stamp, coupon, ticket, certificate, label, metal check or tag, or any other similar written, printed, embossed, engraved or blown premium device given away with any purchase or sale of goods, or with services of any kind, performed for reward, which, when presented either separately or with similar stamps, shall entitle the holder to receive any gift or merchandise of value, or which shall be taken in part payment.

The term "trading stamp company" is defined as any firm engaged in the business of issuing, distributing, selling or furnishing trading stamps, which a merchant gives away to his customers with the sale of goods or in connection with work for reward, it being immaterial whether such stamps are redeemed in money or merchandise by the trading stamp company or by the merchant or person who gives them to his customers, or by any other person.

A period of ninety days from the passage of the law is allowed for the redemption of outstanding trading stamps.

A bookseller, when asked whether he had Browning's works, said "No, we don't keep such books." "Have you Praed?" asked the intending customer. "Yes, but that was no use," came the response.

Interest in Sports Attracts Trade

Dealers and Their Assistants Who Are Active Participants in Sports Establish Valuable Connection for Business

THE Henderson Brothers of Oshawa are stationers who get a lot of sporting goods business by their own keen interest and participation in sports of various kinds. Many booksellers and stationers are golfers or bowlers. Younger men in the trade among proprietors are keen devotees of tennis. Salesmen who play these games, baseball, football, and those who are disciples of Isaak Walton, their name is legion, all attract business in these sporting goods by reason of their own interest in them, and the valuable connection that this gives them.

The "Sporting Goods Dealer" tells of a New York sporting goods dealer who is probably the most versatile a sportsman to be found in the trade. This is Capt. Frederick H. Schauffler.

Capt Schauffler is sufficiently interested in sports in general to take part once a year in a unique tournament which he and a friend inaugurated some years ago. They are the only participants, and as enemies of old they meet on various fields of contest and play this schedule: 18 holes of golf; best two out of three sets of tennis; 50 points at billiards; 10 points at pool; best two out of three frames in bowling; rifle shooting at 200 yards and 300 yards; revolver shooting at 50 yards and 75 yards; trap shooting, 100 birds; swimming 50 yards; canoeing 100 yards. Each contest counts one point and the man who is thrashed blows the other fellow to dinner, the winner privileged to invite as many as he pleases. In years gone by it is understood that the captain was frequently the host on these occasions, but for the past few years he hasn't been obliged to buy.

He has another hobby, photography; and as a matter of fact hunts as zealously with a camera as he does with a gun. On practically all of his hunting trips he has carried a camera and has taken many splendid pictures of big game, which form an interesting sportsman's exhibit.

Every man conducting a book and stationery store would do well to interest himself in some manner or other in all branches of sport so as to attract business to his store, for all sports mean merchandise. The employees should be encouraged to do the same. This is good business building. The editor would gladly welcome for publication in BOOKSELLER AND STATIONER brief paragraphs showing how booksellers and stationers and their assistants are associating themselves with sporting organizations or personally participating in sports. In this connection, the sports of outstanding interest as affecting trade in the stores served by this trade newspaper may be listed as follows: Baseball, football, lacrosse, golf, tennis, bowls, fishing, camp sports, picnic games and in winter hockey and skating.

SO SAY THEY ALL

Moncton, N. B.,
Feb. 14, 1920.

Bookseller and Stationer,
Toronto.

Dear Sirs—Am enclosing $1.00 to renew my subscription to BOOKSELLER AND STATIONER for another year. We could not get along without it.

Sincerely yours,
HATTIE TWEEDIE,
Bookseller and Stationer.

Use Your Trade Papers

Don't Try to Read Them All As They Come — Cut Out the Articles You May Need in the Future

SO many merchants say, "Yes, I know that trade papers are fine things, but I never get time to read them, and when I do pick one up it seldom has anything on the exact problem I'm trying to work out."

An answer to this complaint has been evolved by a retailer in Illinois, according to the "Merchants' Trade Journal."

His system is to glance through the trade journals as they come and cut out any articles which, by the headlines, he may judge to be interesting to him at any future time. These he files under different headings. Then, when he is working out some new plan on merchandising, advertising, etc., he has only to refer to his clippings on these subjects and find at once the ideas for which he is looking.

Following is his classification of subjects, but another merchant might develop them differently to his own advantage.

The first general heading is "buying." Under this come many subdivisions:

(A) Resident buying, buying in special lots, returning goods, and others.

Second comes "selling."

(B) Under this general heading can be placed many kindred subjects.

Third we have "store management."

(C) Under here the following were arranged: Competition, stock turns, compensation, accounting systems, pay rolls, overhead, collections, invoices, building up weak departments, help problems, merchandising, delivery.

Fourth was "store policy."

(D) Here were collected such articles as service to customers, atmosphere, adjustments, telephone orders, early price cutting, premiums, price maintenance, cash and credit, discounts, instalments, competitive prices, returned goods evil, one price policy, mail-order competition, free alterations, approvals, carry your own packages, trading stamps, gift certificates.

Fifth took up "retail advertising."

(E) This field took in: Co-operation with nationally advertised goods, truth in advertising, space allotments to departments, out-of-town advertising, advertising for a new store, anniversary sales, fashion shows.

Next came "trimming."

(F) Numerous articles and illustrations on window and interior decorating and trimming as well as all sorts of displays were entered here.

Last was "miscellaneous."

(G) Which of course included everything not mentioned above. For example: Store leads, shop-lifting, detailed information culled from articles dealing with the particular merchandising of particular articles, until almost any article named had a similar clipping showing how this particular thing could be disposed of advantageously.

FILLS GREAT FIELD

Oakville, Ont., March 20, 1920.

I have just returned from a two months' visit to England. Enclosed find my cheque for supply of Christmas book catalogues, which were invaluable to me. I did real good business from them.

I would like to mention also my keen appreciaton of BOOKSELLER AND STATIONER. I don't dare to think what we country retailers would do without it. It is the connecting link between wholesalers and retailers.

Best wishes for 1920.

F. W. GRINHAM,
Bookseller and Stationer.

Wire Goods in the Stationery Trade

How This Business May be Speeded Up by Carrying Representative and Adequate Stocks—Make Window Displays Help

IN your stationery store do you consider a dozen or so each of wire waste baskets and letter trays, and a few odd double trays an adequate stock of stationer' wire goods?

If you do you are standing in your own light, because, as with many other stationers' sundry lines, you can do a much greater volume of business if you will only stock the goods.

You can sell an occasional item from a catalogue, but to depend upon a catalogue to take the place of actual stock-in-trade is making a monumental mistake.

If you question this just take a flyer with a couple of hundred dollars and put in a really representative stock of stationers' wire goods. Then put in a bang-up window display showing various including the built-up trays, including those of at least six trays. Then there are special "built up" trays, by means of which these baskets in tiers can be built up by means of a simple adjustment which anyone can effect.

Referring again to trays, there should be shown, in addition to the regulation type, the special deep trays of larger capacity. There are also various sizes of waste paper baskets, and some of stronger construction than the ordinary variety. Some have double wire mesh, others are so strongly made as to merit the term "indestructible." Still others have special half-steel bottoms, specially designed for office, school, and hotel use. Then there are coppered waste baskets, some with rings woven round to prevent spreading. These are furnished to match in color various styles of furniture.

Especially strong baskets are made in special sizes in regular stock lines up to 18½ inches high, known as corporation baskets, as illustrated in this article. Stationers who stock unusual items in wire goods will be agreeably surprised by the sales that will be made evolving from most unexpected sources. The best feature of these sales is that an item of this nature runs into a higher price than an ordinary basket, and consequently nets the dealer a higher profit. This is new and extra business of the nature that enables a merchant to expand, and by added volume of sales reduce the percentage of his overhead costs.

Other items that should be stocked and well displayed so as to become familiar to probable purchasers, are wire wall stickers, wall letter baskets, postal slot letter baskets, post card holders, etc.

Just think of the hit that can be made by a window display entirely devoted to wire goods, and a display of this nature can be put in without entailing much trouble in order to obtain the desired effect. It will increase your store's prestige and it is a fact that if you will adopt this policy all along the line, carrying adequate stocks of all legitimate lines really belonging to the stationery business, you will be able to do a far greater volume of business than if you try to cover too much ground, venturing out into fields really foreign to the stationery business proper and handicapping your efforts by being unable to carry adequate stock of any of them. Considering certain lines it is advisable to get in right or else get out altogether. Do not be satisfied with the slipshod, half-hearted, willy-nilly buying policy that marks the indiscriminate policy, or rather lack of policy in buying, of so many small dealers, whose business always remains small for that very reason.

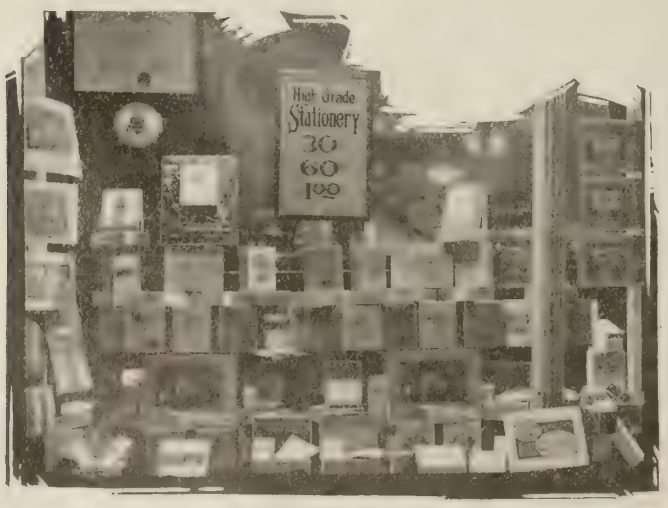
This will be ready by stationers in big stores in metropolitan cities and by dealers in small towns and in villages. This must be kept in mind by the reader, and each will have to apply the points brought out to fit his own business, but in the main it is applicable to all stationery stores.

PHONOGRAPH AS EDUCATOR

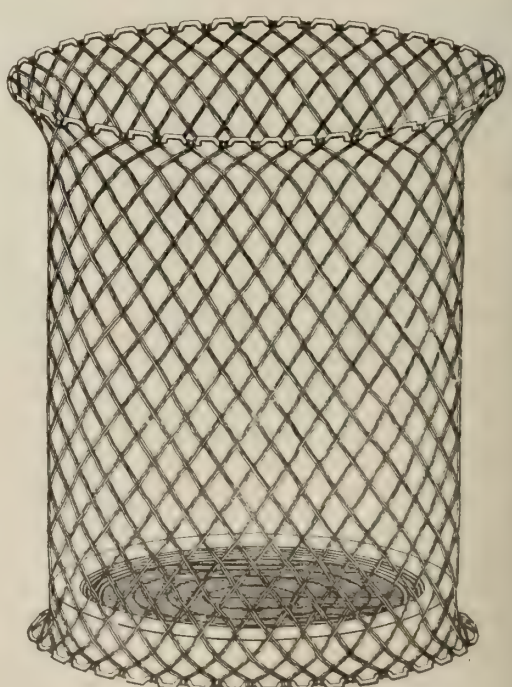
PHONOGRAPHS are playing their part in helping to Canadianize children of foreign-born people who have settled in Western Canada. For instance, in Wurtz, Sask, a Mennonite community, phonographs have been installed in the schools. Speaking of this, one of the teachers said:

"There should be a phonograph and the best of records in every school. There is no better way of introducing into our non-English schools our Canadian songs. It is propaganda of a fine type and is administered in the least objectionable way in which such work can possibly be done."

The phonograph is used also to furnish music for games and nursery rhymes, and the result of the entrance of the mechanical assistant has been the increased interest not only of the children, but the parents as well.



BOOKSELLER AND STATIONER is indebted to White & Wycoff's "Viewpoint" for the use of the accompanying display of writing paper made in the store of Artenberg & Finn, of New York.



This extra large wire basket is an item that will sell readily if shown. The trouble is that too many stationers are content to stock only a few of the standard sizes of wire baskets. Credit is hereby accorded the Macdonald Wire Goods Co. for the use of this electro.

Buying Power of Small Town Dealers

Aggregate Greater Than Total of Larger Dealers Who Get Lower Prices—Promotes Price-Cutting

THE small town dealer and the smaller dealers in large cities do not, on the whole, get the consideration that they deserve in the matter of the prices they have to pay for goods, when the relative proportion of goods bought by these smaller dealers is taken in the aggregate as against the total amount of purchases by the larger dealers who get preferred prices by reason of buying in larger quantities.

One country merchant, in speaking to a manufacturer's representative, as recorded by a drug trade paper, said:

"You are making a mistake in your merchandising policy."

Asked in what way, this country dealer added:

"I mean just this: You play with two decks—one for the ordinary retailer and another for the big buyer. Now I recognize that the selling cost, packing, etc., on a large order is less than on a small one, and that it is less trouble to handle. But there are only a few large buyers, and it is the great bulk of small buyers who give you your big volume. Why not make them your friends?

"The big buyer buys, say, five gross of your product, and you give him your so-called quantity price, varying from 10 to 20 per cent. off list. I come along and buy one gross or one-half gross and you charge me full list. Five gross split up among the many outlets of the big buyer is only a few dozen possibly for each outlet. In buying one gross I buy almost six times as much; on one-half gross, I buy three times as much per outlet; but I have to pay full list. The big buyer occupies the best corners, has a larger number of customers per day than we small retailers, and by the law of averages ought to be able to sell and buy per outlet a great deal more of your product than I do, but he buys and sells less. You don't gain anything by this. You do not win any special good will by it. In buying that five gross the big buyer is doing you no favor. He wouldn't buy a dollar's worth of your product unless you had already created the demand for it and he knew he could sell it. For that five-gross order he gives you no extra service in return. When your product is specifically asked for he delivers it—nothing more.

Increases Temptation to Cut Prices

"Now, to pursue further that 10 or 20 per cent. discount off list, what happens? Here's where it hurts:

"With that extra 10 or 20 per cent. discount off list as a competitive weapon, the big buyer becomes the big cutter, and is able to undersell me and all other small independents and still make a profit. To meet his competition I must sell without profit or lose prestige with my customers. If I ask list price, I am accused of profiteering. In giving the big buyer that extra discount, you supply him — unintentionally I'll admit — but nevertheless you supply him—with the means of injuring my store and all other stores like mine. You make it possible for him to demoralize prices everywhere. You help him to encourage false standards of prices with the consumer. By giving this selling advantage to the big buyer, you make it harder for me to do business. I am deprived of profits I ought to have, though I perform for you exactly the same service as a distributor of your product that the big buyer performs."

Money in Cameras and Photo Supplies

How to Create Bigger Sales on Either Cash or Credit Basis Selling to Those Who Have No Cameras and Also to Those Who Want Better Ones

SPRING time always sees an increased use of cameras and camera supplies, and this is the time for the stationer to push his cameras to the fore. It is, therefore, eminently fitting for special drives on cameras and camera goods.

One big point to remember is that everyone who has not a camera wants one, and that many of those who already have cameras have learned from experience that it is not just what they want. There are only a few people, after all, who are satisfied with what they have, and even these are always on the lookout for supplies. The person who does not now possess a camera can be sold outright by display and advertising. It can be pointed out to him how soon he will need a camera, and the wisdom of making a selection while the stock is complete. In certain districts where the stationer knows his trade it might be well to work out a special camera offering. Let the customer select a camera of good grade and make a weekly payment, the stationer holding the camera until the last payment is made. Bookkeeping can be avoided in such a case by having cards printed in duplicate, each card having spaces for entries of these weekly payments. Give the customer a card, and on each payment place the cards together and punch them. There would then be no question of how much is still due and the plan would work no hardship on the stationer.

Boosts Better Grades

By placing such a scheme before the public it is possible to increase business by inducing young men and young women to buy a better grade of camera than would be the case if they paid spot cash for the machine

In some towns the merchants find it profitable to do a credit business. This is not advocated by the writer, where it is possible to carry on a strictly cash business, but if a dealer is already doing a credit business camera sales naturally will be included and for that reason mention must be made here of the case with which, for that very reason, customers can be prevailed upon to take a really good high-priced camera, rather than a cheap one, which they will be almost sure to want to replace by a better one later on.

These are points which the stationer should consider well in building up his camera business.

As to the stationery stores where cameras and photo supplies are not sold, they are in the minority, but those of the trade who are still non-dealers in these goods will be well advised to jump right into this business this spring. Spring and summer are the best seasons, but it is a business of year-round sales and most satisfactory profits.

TRIBUTE TO "WORK" AS THE FATHER OF SUCCESS

"The father of Success is Work," Rotarian James H. Heron, author-humorist, New York (a Scarboro old boy), told the Rotarians at luncheon at the King Edward Hotel in Toronto, in his address, "The Will to Win." "And the mother of Success is Ambition," said Mr. Heron. "The oldest son is Common-sense, and his brothers are Perseverance, Thoroughness, Honesty, Forethought, Enthusiasm and Co-operation. The oldest daughter is Character, and her sisters Cheerfulness, Loyalty, Courage, Economy, Sincerity and Harmony. The baby is Opportunity, and if the world gets acquainted with old man 'Work' they'll get along very nicely with the rest of the family."

OUIJA BOARDS

The boom in Ouija boards was on a year or so ago when "The Twentieth plane" was a best-seller among books, and this was particularly true in Toronto because of the newspaper publicity given to pyschical seances and spirit talks with denizens of the twentieth plane. There are so many homes having Ouija boards that the prospective market is thereby considerably reduced, but Ouija boards and similar contraptions of a similar nature are still big sellers.

In one store in Toronto for instance about fifty Ouija boards are sold every week, and these boards by the way are made in Canada. The store referred to is a big departmental store and the Ouija boards are stocked in the toy department as they are in the toy department of the stationery stores throughout the country.

As recounted to a reporter, the majority of people who come and buy the boards at the counter are serious and solemn about it. But they order the boards delivered to their homes. Occasionally a rather shy and embarrassed giggly lady makes the purchase.

But at least 50 per cent. of the sales are made over the telephone, the purchaser concealed behind some miles of wire. And the mail-order department does a brisk trade.

The boards are manufactured by a large Toronto factory which makes many other games of wood and cardboard.

"Are not the believers somewhat shocked to find Ouija boards being sold in the games circle?" I asked.

The counter over which Ouija is sold holds an assortment of jacks, tops, rubber balls, dice games, the donkey's tail, checkers, ring the peg, and so on.

"Oh, well," said the assistant manager, "here are dice, for example. Old as the hills. Think of the fate of kings and empires that have depended on the magic decision of the wee bones!"

Many of the purchasers of the boards, when they see them amid these childish things, suspect that these Ouijas must be a toy variety of the real thing.

"Are they the proper kind?" they ask. "Have they got the power in them?"

And what can an honest saleslady answer to that?

Some folks, shy, say: "I want a Ouija board for my little girl to play with."

But why do they blush?

Others giggle and say they are going to have a little fun with some friends.

But one lady who bought a board said she had received word of the death of her son in battle, and that some time after, while playing with a friend's Ouija board it told her that her son was not dead, but would return on such and such a date. And lo, her son returned. So she said she was buying a Ouija board, best quality, as a sort of act of faith, as one would bargain for a relic of a holy man.

Why not advertise Ouija boards to find lost husbands? Samuel Elmore, when incarcerated in the Orange, N.J., jail, blamed the Ouija for his apprehension in that wifie had implored spiritualistic aid through the medium of a Ouija board in locating her long-missing husband. She declared that the board directed her from New York to an address in Orange, where she found Samuel. Elmore was promptly arrested on a charge of desertion.

IS THE CUSTOMER ALWAYS RIGHT?

CONSIDERING the question of courtesy to customers the writer recalls an experience he had in one of the leading shoe stores of Toronto. Having bought a pair of Oxfords he was also induced to purchase a pair of tan silk half-hose, or, in the actual parlance—"socks." The firm sold a certain well-known brand, guaranteed against exhibiting toe or heel after only a few days' wear. The writer was under the impression that the silk socks he bought were of that brand and when, on the evening of the first day's wear, he beheld a hole in one of them extending from the heel almost to the top of the sock, his chagrin was softened by thought of that guarantee, because these silk socks seemed rather expensive in those pre-war days (the price would be a mere bagatelle to-day).

Next day he took the damaged sock to that shoe store, trustfully confident that the guarantee would hold good. The salesman, however, explained that they were not of the particular guaranteed brand, and that he would consequently have to refer the complaint to somebody higher up. So he appealed to the son end of the partnership, and "son" bore down on customer in the manner of a prince of the House of Hohenzollern, you know, the "nutty" one, and made short shrift of any possibility of a claim for allowance due to the large-sized rent in that sock.

"They weren't guaranteed! We can't get the money back from the manufacturer!"

All of which was probably true. The point is that instead of adopting a bulldozing attitude to the customer, this "rising" young business man might have at least given his gray-matter some exercise, by seeking to exactly explain the situation and still hold the customer's good-will. That could have been done as easy as rolling off a log.

The incident in question took place over five years ago and the writer who was that customer, and who had been in the habit of buying shoes in that store, has not been in there since that time! He found good shoe values elsewhere.

Every merchant and every salesman should keep that big fact in mind. It's mighty easy to kill future business by being arbitrary in a present transaction. Keep your mind on future trade as well as on the present profit.

There's much to be said for that trite commercial remark: "The customer is always right!"

Are Now Made in Canada

Children's Toy Books an Interesting Addition to Lines Made in Our Own Country — Some Timely Features

ALMOST interesting development in book publishing in Canada and one that is interesting also in connection with the toy trade is the production of an entirely Canadian-made series of toy books by the Canada Games Company of Toronto. These toy books are not only printed in Canada on paper made in Canada, but the pictures are by Canadian artists, and the familiar old nursery rhymes are made more entertaining and more easily understood by Canadian kiddies by reason of the introduction of modern settings in the pictures in place of the archaic ones that have long lost their meaning in pictures that have come down to each succeeding generation in some of the toy books still extant, that are unchanged in appearance from those of a hundred years ago and more.

Then the A B C book, the pictures illustrating each letter, are of articles familiar to all, mostly common to all Canadian homes. For the letter "U" appears the Union Jack. Certainly there has been no more familiar sight in all eyes since 1914 than the flag that braved a thousand years the battle and the breeze. When it comes to "Z," however, recourse is had to the reliable old zebra, for the obvious reason that articles with Z as their first letter are few and far between. After all what sort of a toy book would it be without a Zebra? "Young-uns" and oldsters alike might safely be depended upon to put all hands up to retain said Zebra.

In the Mother Hubbard book the dog is seen dancing his jig to the strains of a record on a modern cabinet phonograph.

A series of books retailing at 5 cents have already appeared, and more pretentious 10 cent and 15 cent books are to come shortly.

35th ANNUAL SUBSCRIPTION FOR BOOKSELLER AND STATIONER

In sending in his renewal subscription for BOOKSELLER AND STATIONER under date of April 25th, E. J. Vickery, bookseller and stationer, Yarmouth, N.S., wrote us as follows:

"This makes the thirty-fifth consecutive year that I have taken this periodical and I consider it one of the best, if not the best, on the market."

Useful Ideas for Retailers and Assistants

The Problem of Efficient Help—How $2,000 Grows—Getting the Other Fellow's Viewpoint

THE OTHER MAN'S IDEAS

Across the street from your place of business—or perhaps a half block away—or in the next town—or in some town across a couple of states—is a man whose business problems so closely resemble yours that his methods would fit your business like a glove. Perhaps he has worked out better methods than you for meeting those problems.

What, after all, can you know of what he is doing—let alone what the scores of others like him are doing? If you go to him and ask about his methods, he will probably tell you, for "business secrets" are going out of fashion. But how much time can you afford to spend thus away from your business and what assurance have you that your visit will yield any ideas that you can see?

That, in a nutshell, is how most of "System's" readers have it figured out. They prefer to leave to trained investigators the laborious task of searching out better-than-ordinary plans, and of selecting from these the best of the lot. Then the reader gets his methods condensed, and with the assurance that they have been weighed in the business balance.

MOVIES AS EDUCATORS

The romance of the motion picture as the handmaider of educational and commercial institutions will be presented in a book to come shortly under the title of "The Industrial and Educational Motion Picture," by Harry Levey, who has been a pioneer in the development of this branch of the motion picture industry.

Motion picture stories of different industries are put on with success in leading moving picture houses. The writer recalls with interest a reel illustrating the papermaking industry from forest to the finished product, the pictures having been taken at a Canadian paper mill. One of the big stationery manufacturing plants of Toronto just last month was the subject of a movie camera's work shortly to be exhibited and of interest to booksellers is the coming of text films for scholars.

In the U. S. four complete series of Appleton-Universal text films will be ready for schools and colleges before summer, is the word given out by Mr. Levey but a few days ago. These text films, which are the visualization of D. Appleton & Company's series of text books, will comprise, in the first series, zoology, commercial geography, hygiene and history. As evidence of the authenticity of the films, Mr. Levey will have the authors of the text books edit the completed films before their release for showing and instruction to the public.

It is only a matter of time when this development will spread to Canada as well.

The Problem of Efficient Help

Read These Criticisms of Booksellers' Assistants by a Book Buyer — Ignorance Chases Trade Away

TO booksellers the problem of getting efficient assistants is always a critical one or is at least in the offing. It is common knowledge that lack of manners and courtesy is likely to be met with in department stores and even in some stores where there is supposed to be a close personal supervision by the proprietor. Against the best book stores this charge cannot be brought and there too are found assistants having quite a high degree of intelligence.

The "Atlantic Monthly" recently published articles on "The Welfare of the Bookstore" and "The Decay of the Bookshop" and letters from readers discussing these have made interesting reading in the "Contributor's Club," that lively feature of the good old magazine. One book buyer attributed the decrease in book-buying in the U. S. to the gradual reduction of living space in the homes, houses having so largely given away apartments, but his opinion was that the chief trouble was the inefficiency of the assistants in the bookstores and book departments of big stores. In one store his request for a book by Swinburne revealed that this poet was an unknown quantity to the salesman.

"Is it strange that such attendants discourage the frequenting of bookstores? I myself never go to one except as some special reason may force the adventure. I write for what I want, knowing that better wits may thus be set to work upon my order than usually respond to a spoken inquiry; and often I write to the publisher, not to a bookstore.

"Of course, no bookseller likes a customer to write instead of coming in person. He must know that, as appetite grows with eating, so the thirst for books grows with seeing them. But if one can get no guidance, if books that should be familiar are unknown, and if those that must be on the shelves are not found, why waste one's time and fray out one's temper? I am not the only person who, if there were a really good bookstore in New York, would haunt it and spend more money there than she could afford. And by really good I mean one where the customer can sit while she looks at books, as well as one where the attendants know their business.

"I am not condemning the bookseller; I am only explaining the troubles of the customer. I know how difficult it must be to get a salesman or saleswoman who knows anything of books, or is willing and able to learn about them; and I take pains to say that I have found some who are more than polite, who are cordial and friendly, and two or three who, within their special provinces, are competent also.

"As a rule, however, the attendant, as well as the shop itself, is a weariness to the body and the soul. Far better may one go to the public library if he wants information about books."

To how many Canadian bookstores does this criticism apply?

Every bookseller will do well to take stock of the mental equipment of his sales force and to take steps to bring it up to the mark by proper training or, if necessary, by replacing inefficient assistants, either by those who are efficient or are willing to become so.

Air Cushions for Comfort

The Kamrass "Komfy-Kushion," made by H. Kamrass & Sons, 248 Eight ave., New York, is offered the stationery trade as a desirable specialty "wherever a soft seat is required." The Kamrass cushion is a new device, combining the solidity of the best upholstery filling with the perfect elacticity of air. The effect when in use is a delightful sensation of comfort. It yields to the slightest pressure, resuming its original shape when that pressure is removed. This is effected by means of a clever combination of air valves which constitute the patented feature of the cushion, and permits of a constant change of air within. Incidentally the cushion is kept soft, resilient and sanitary.

The cushion is made in three shapes in the following sizes: 10 x 18 inches; 18 x 20 inches; 14 x 16 inches, and 15 inches in diameter.



Two Merchants: One Takes Profit, The Other Burns It

Turning Waste Into Profit by Selling Waste Paper—$20.00 a Ton for Waste Paper

THERE is a decided shortage of every line of merchandise. Manufacturers, for the most part, are accepting orders without any promise when they will make deliveries of their products. In most cases the reason given for this condition is the shortage of help and raw material. In pre-war times manufacturers state that it was no trouble to get their employees to work overtime during the rush seasons. Now that wages are higher and the hours of labor are shorter, it is about an impossibility to get sufficient help in the day time to turn out enough goods to fill the hungry maw of the world that is clamoring for more goods, and still more goods, to fill the gap caused by the non-productive period of the Great War.

Shortage is Serious

The shortage on some of these lines is a serious menace to the prosperity of the commercial and industrial life of our fair Canada. There is a world-wide shortage of paper and of the raw materials that go into the manufacture of paper. This is where the law of supply and demand again comes into play. The shortage on newspaper, wrapping paper, cardboard and every grade of paper, has boosted the price fully three hundred per cent. A few months ago, Winnipeg—one of the largest and most progressive cities in the Dominion—the gateway of our magnificent Northwest, was practically cut off from the outer world through the shortage of newspapers, no newspapers being printed in that city for several weeks.

Material that at one time we considered waste, good for nothing, a nuisance to the community and therefore destroyed, is now being turned back into useful articles.

Paper manufacturers are clamoring for waste paper to be converted into cardboard to be made into biscuit boxes, candy boxes and cartons. The average retail grocery burns, sends to the incinerator, or otherwise destroys, about three to four hundred pounds of waste paper per week. This includes scraps of wrapping paper, newspapers and cartons of all descriptions. In the month of March, 1919—just one year ago—waste paper when baled was worth $6.00 per ton. To-day buyers of waste paper are paying $20.00 per ton and glad to get it. If the paper is sorted a larger amount than this can be realized. Waste newspapers are bringing $25.00 per ton. Books and magazines are worth $30.00 per ton.

A Paper Baler Soon Pays for Itself

A baler suitable for a retail grocer would cost $30.00 and upwards, according to style of baler—a profitable investment when taken into consideration that it would be paid for out of waste paper in about three months.

The waste paper business is similar to that of other businesses. Certain seasons demand more than others. The spring and fall are the seasons when to dispose of your waste paper, as those are the seasons when there is the greatest demand and the highest prices are paid.

If the merchant bales his paper and holds it until the big seasons he would realize a greater return. The fire risk on baled paper is very light. Baled paper will not burn, it will scorch a little on the outside, and that would be the extent of the damage. But, on the other hand, loose paper thrown into a corner of the cellar or outbuildings is a fire risk that fire insurance underwriters will not put up with.

The cost of baling paper is nil—it takes no extra help or time than it does to gather it up and get it ready for the garbage man.

Quite recently BOOKSELLER AND STATIONER'S representative was passing a store on King St. West, Toronto, when the garbage was being collected. Large cornflake, shredded wheat and other cartons crammed full of waste paper was being piled in the waggon to be destroyed, to pass into nothing. Another item that helps to keep up the cost of living.

Out of curiosity BOOKSELLER AND STATIONER'S scribe walked into the store and enquired if they sold the waste paper, and was promptly told "No, it was not worth the trouble."

Leaving this store and going further along the street, he went into the grocery of T. Nolan, at the corner of King and Portland streets, and asked the same question. Mr. Nolan replied: "Sure, we save the waste paper and also bale it." "How long have you had a baler?" he was next asked. "I purchased it about three years ago," replied Mr. Nolan. "I wouldn't be without one. It's shown us a distinct profit of $75.00 per year, and if the price of waste paper keeps as high as it is to-day, our profit will be trebled."



For All Occasions

These three smart handbags represent the newest styles for spring and early summer wear. The upper left is in light brown morocco grain lambskin in the swagger "kodak" design. Below is the neat little "Avenue" bag of striped patent leather. To the right is a lovely silver mounted black moire bag with chain handle and tassel trimming. All bags are fitted with mirrors and attractive linings.

BOOKSELLER AND STATIONER

Canadian
Toy Trade News

A Regular Monthly Section Featuring Toys and Other Lines for Children's Trade, Sporting Goods and Fancy Goods

Special Section of Bookseller & Stationer | Toronto, May, 1920 | Vol. XXXVI No. 5

Two Million for Canadian Toys

The war and you dealers created the Canadian Toy Industry. The war provided the opportunity, but you supplied the market.

You've a personal interest in this big, new, growing industry. You have built up the toy business in Canada to big proportions.

We want to help you get **more** of this toy business—and most of all more **Canadian-made** toy business—for here is your best opportunity for biggest profit.

Three or four years ago it was difficult to feature Canadian-made toys. You could have counted the lines almost on the fingers of two hands. But now you can display them in wide profusion, from blocks to bicycles and animals to airplanes.

Canadian-made toys come to you without any extras to add to the price. No long transportation charges, no duty, no heavy exchange—just the maker's price, and plenty of room left for your own good profit.

Canadian-made toys are made for **Canadians.** No one in a foreign country, thousands of miles away, can tell what toys **Canadian** children like best so well as **Canadian** makers living right here in **Canadian** atmosphere.

You sold nearly a million dollars' worth of these Canadian-made toys last year. You know how well they were liked and how readily they sold. There's a **"Two-Million Opportunity"** waiting for you in Canadian-made toys this year.

ARE YOU ON?



A Row of Canadian Beauties

These new novelty dolls, including the Tiss-Me, Artiste, Winkie and Smilie, are only a few of the many new Canadian-made dolls which are being featured this season.

Story of the Canadian Toy Trade

Substantial Progress That Has Been Made is an Indication of Further Enormous Development That Will Surely Follow

TOY-MAKING in Canada has reached proportions, placing it among the considerable industries of this country. Up to the time of the war Canadian toy-making did not amount to much, although in the matter of such products as wheeled goods, board games, shoo-fly rockers and card-board games, Canadian-made products were even then quite in evidence.

Since then, not only have these goods been manufactured on a greatly increased scale, but many toy lines, notably dolls and construction toys, have been added to the Canadian-made list and the largest of these concerns now does a business of over half-a-million dollars a year. This concern exports largely to Britain as to certain other Canadian toy-making firms. These Canadian products have been well received in the British market and the demands from that source this year are far in excess of the supply. Part of this is, of course, attributable to he fact that practically all the toy factories in Britain are behind in their orders, being unable to cope with the demands of the home market. A few of them have made some effort to fill export orders, and the total of toys imported from Britain by Canada for the last fiscal year, figures for which are not yet available, will show an enormous increase over the $28,000 worth of toys which represented Canada's imports from Britain for the fiscal years ending March 31, 1919.

Imports from Japan have been falling off but it is estimated that imports from the U. S. now reach a million dollars for the year as compared with $708,459 in 1898.

The healthy state of the toy trade in Canada is indicated by the fact that nothwithstanding these considerably increased imports, the volume of Canadian-made toys is showing an appreciable increase each year. In 1898 it was reported to be about $800,000, which would epresent at least $1,250,000 retail value nd for 1920 the slogan for retailers is ,2,000,000 for Canadian-made toys this year.

In reviewing the development of Canadian toy-making, men in the trade are not lacking who attribute a big share of the increase in Canadian toy making to the widespread effects of the toy shows held in Toronto in 1916 and 1917. Much has been heard of the numerous failures of toy ventures that followed as a result of these exhibitions and the propaganda of the Department of Trade and Commerce. It is true that a large number of mushroom concerns burst into being and were soon back in oblivion, but such things are inevitable and are true of every other industry. They are the "no-account" concerns. Why should they be considered at all either pro or con? The ones that do count are the toy-making concerns that are actually in business, including the producers of other goods, with whom toys are by-products. The total represented by the trade done in all these Canadian-made toys is significant not only on that score alone but viewed also in the light of the good big increases in the volume of these Canadian by-products because of the reasonable assumption that as great, if not greater increases in this respect will be shown in each succeeding year.

That is the theme of this article: the probability of "made-in-Canada" toys being manufactured in increasingly large quantities and the probability of each year seeing new toy lines added to the Canadian-made list. The writer has in mind one new toy-manufacturing firm that is just now getting into shape to market its product. The line is not as yet extensive but a good start has been made and many good new items are in train for manufacture, some of which will materialize this year and others next year. The efficient manner in whi this concern is proceeding gives eve assurance that their toys will be mu in evidence in the retail stores this ye taking their place with the other Can dian toys which are so secure in t favor of the trade and so deserve popular with the Canadian people g erally.

It will be appreciated by the ret dealers that there is every reason to lieve that further important additi to Canadian-made toys will continue be made. Existing concerns will incre the variety of toys they produce and n ventures will bring out toys of clas not at present made in Canada. T slogan, "Two Million for Canadian-m Toys This Year" will then have to advanced to a still greater objective.

The toy trade is a live and grow one. The profits are good. The go themselves are more substantial tha the old days. Toys, consequently, sho receive the increasing intensified att tion of the merchants selling books stationery with whose interests t and games are so closely identified.



Three Pretty Dolls Are We

These dolls, the Indianette, Lotta-Sun and Hollikid, are also Canadian products.

Canada at British Industries Fair

Dominion's Export Trade With Motherland Now Reaches Pretentious Proportions

THE toy section of the British Industries Fair, held at London, was by far the largest this year, as in previous years, and the attendance broke all records. The exhibition was restricted to the following trades: Cutlery; silver and electro plate; jewellery, watches and clocks; imitation jewellery, including hard haberdashery articles; glassware of all descriptions; china and earthenw paper, stationery and stationers' dries; printing; fancy goods, inclu travelling requisites and tobacco sundries; leather for the fancy g bookbinding and upholstery tra brushes; toys and sports goods; scie instruments; optical goods and spec

(Continued on page 65)

Building Up Bigger Industry

Canadian Toy Makers Are Increasing Output of Better Class Stuff—Indian Dolls Return to Captivate—Many New Members Added to Doll Family.

THIS second Springtime since Peace sees a large percentage and a better quality of Canadian-made goods on the market. By working steadily and surely the Canadian manufacturer has forged ahead with rapid strides, and the Springtime of 1920 sees the Made-in-Canada toy riding on the wave of popularity and comparing favorably with the toys made by European manufacturers.

The demand for Made-in-Canada toys has been large; and this, besides encouraging the manufacturer, has enabled him to turn out better work. A bigger and better standard in toys is being established, a fact which is resulting in quick appreciation on the part of the consumer.

For beauty and grace the Canadian-made doll should soon have no rival. One firm in Toronto is featuring some large cork-bodied baby dolls which are exceedingly popular. These dolls are large and life-like and being made of cork they are very light and easy to carry. This same firm is also showing the jointed kid-bodied doll of long ago. These dolls are Canadian products, too, and have pretty faces, open and close their eyes and are strongly made.

They are very much in demand and retail at $4.50 each. The dressed doll which comes in a variety of styles is still popular and sells much cheaper, owing to the fact that less finishing work is required on the body of a dressed doll. An undressed doll requires a finer "polishing off" to complete it. Canadian-made baby dolls are also being shown and by their appearance a promising future is predicted for them.

The Indian Doll Returns

"The Indian doll which was in vogue a few years ago is again on the market and the demand is heavy," a leading manufacturer told BOOKSELLER AND STATIONER.

A cunning novelty in dolls is being shown by one big Toronto maker. This is a small baby doll lying on a silk pillow of either blue or pink color and feeding itself with a bottle. These small babies are proving a tremendous attraction. This same firm is also displaying several imported Dutch dolls. These are very attractive and are garbed in typical Dutch boy style with wooden shoes and wide comfortable trousers in either blue or pink with white waists buttoned on to the trousers.

The Kewpie novelty doll, which sold so well last year, has been succeeded by a large following of Canadian-made sisters of somewhat the same style. A large range of these dolls are being featured by another big Canadian firm. "The Artiste," a dainty maiden similar to the ladies of Crinoline days; the "Hollikid," a jolly looking little fellow in a green and red suit are included in the novelties. Then there are the "Smilie," the "Lotta Sun," "Winkie" and the "Indianette" dolls. These are all exceedingly popular with the trade, according to the prominent manufacturers.

The French "Poilus" dollies are still being featured, while the celluloid dolls are very scarce. These are being imported from Japan and as yet there are very few on the market.

Canadian-made dolls are undoubtedly improving, and are retailing at prices from 40 cents to the expensive life-sized doll at $25.

While the Canadian manufacturer has been turning out a better class of Canadian dolls, he has not diminished his output of other toys. One buyer for a big toy department said that he believed Canada was turning out practically every class of toy for which there is any demand. There are wheel toys of all descriptions; fire reels, engines, trains, cars and autos, all strongly made and of good appearance, as well as all kinds of educational games.

Aeroplanes, naturally, have a tremendous appeal for the twentieth-century child.

These are of Canadian make in a variety of sizes and prices and are cleverly designed and strongly built. The "wheel" toys are as big sellers as ever and come in many diversified types. A number of toy animals made of pulp-paper are being featured and these are proving popular.

Games and Rhymes

The demand for educational and instructive games is increasing and the Canadian-made games of this style show considerable thought and fine workmanship. A set of twenty-six dolls, each a letter of the alphabet, is helpful in teaching a small child his letters. These dolls stand up steadily and the child rolls a ball and knocks one over. By learning which letter of the alphabet he has knocked over, he gradually learns his letters while playing.

CANADA AT BRITISH INDUSTRIES FAIR

(Continued from page 64)

ware; photographic appliances and requisites; drugs and druggists' sundries; musical instruments; furniture (knock-down for export); art needlework requisites.

There were many buyers from Canada, and among the exhibits too Canada was well represented. In the toy section were displays by the Dominion Toy Mfg. Co., of Toronto in charge of their London representative, Lewis Wild largely restricted to dolls; Lea-Trimble Mfg. Co., featuring the "Kiddie-Koop," this being in charge of the firm's London agents, Winther, Perrin & Co., Ltd.

In the stationers' sundries' section there was a good exhibit by the Empire Typewriter Co., of Montreal. Empire typewriters have for years had a good sale in the British market. The Gillett Safety Razor Co., of Canada, had its own stand.

POTTER'S HARDWARE-TOY Co., MONTREAL

ANNOUNCEMENT TO THE TRADE

Besides the display at the home office in Montreal, a full range of this new line of Made-in-Canada Toys is now on display in the sample rooms of

INNES & CO., 200-201 Board of Trade Bldg., TORONTO and 137 York Street, HAMILTON
Sole Selling Agents for Province of Ontario

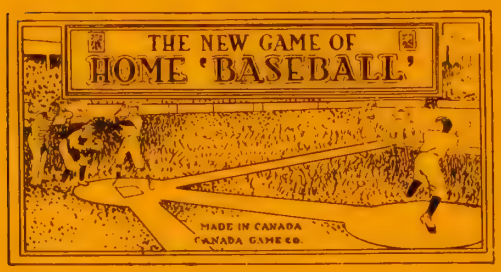
Robertson and Murphy, Limited, 247 St. Paul Street W., Montreal
Agents for B.C., Alberta, Sask., Manitoba, N.S., N.B. and Quebec, (except Montreal)

Call, 'phone or write for prices for fall delivery. These substantial toys will appeal to the children of your community

HEAD OFFICE : 238 CHAMBORD STREET, MONTREAL



YOU can't beat *Games* for steady selling, day in and day out, week by week and month by month throughout the year, and then of course for Christmas, Games surely are BEST SELLERS. By buying Canadian-made games you get bottom price and top profits. You buy cheaper, therefore you can sell cheaper to your customers. What's the answer—why it is—Canadian-made games by all means!

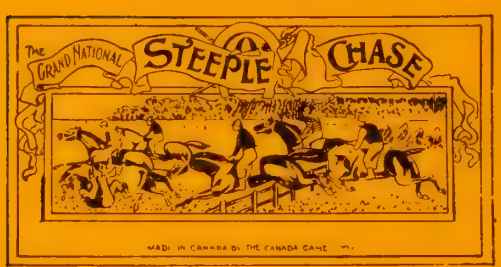




NEW GAMES AND OLD GAMES



GAMES TO LIVEN YOUR TRADE





OTHER GAMES WE MANUFACTURE

NATIONS	OUIJA BOARDS	CASTAWAY
LUDO	(12" x 18" and 13¾" x 22")	DR. BUSBY
LOST HEIR	HALMA (1 and 2)	DONKEY PARTY
AUTHORS	OLD MAID	GOLDEN LOCKS
CHECKERS	PETER CODDLES	JACK THE GIANT KILLER
CHECKER BOARDS	SNAP	HOUSE THAT JACK BUILT
CRIBBAGE BOARDS	TIDDLEY WINKS	

CANADIAN GAMES FOR CANADIAN HOMES

THE CANADA GAMES CO., LIMITED

TORONTO

SOLD BY ALL JOBBERS



Every Month is a Toy Month. Christmas alone can't satisfy the youngsters' cravings for Toys. They want them every month in the year. And store sales everywhere show they're getting them. Tie up with Toys and you tie up with a steady stream of sales.

LATEST AND MOST FASCINATING GAME

TRIPLICITY

FORTUNES RE-TOLD with a success, not only equal to, but frequently far surpassing the best efforts of the paid professional.

FORTUNA'S TRIPLICITY CHART

THE FAMOUS COOTIE GAME

Here is a Toy that you can sell

Every Day
Every Month
Every Year



This is a game that is adapted to young and old—never losing its interest.

"SAIL-ME" AIRPLANE

Flies gracefully as a Bird and does the stunts as an expert aviator.



The latest sensation in the Toy Field. It is a scientific novelty of universal interest.

Write for Prices on Quantities

McCLELLAND & STEWART, LIMITED
215 VICTORIA ST. TORONTO, CANADA



Eagle Brand TOY BALLOONS

A window full of these beautiful colored attention-compelling toy balloons will bring the kiddies in your locality flocking to your store with ready change. Eagle Brand Toy Balloons are made in a great variety of striking shapes and they are most attractively and appealingly decorated.

Spring means an increasing demand for these ready profitable sellers. Are you going to get your share?

Order a trial supply of Eagle Brand Toy Balloons and see what a hit they will make with the little ones.

Big Profits

The profit margin on every sale is exceptionally good and the big way in which they take with the children stamps them as a worthy selling proposition.

THE EAGLE RUBBER CO.

Ashland, Ohio, U.S.A.

New York Office: 35 Union Square West

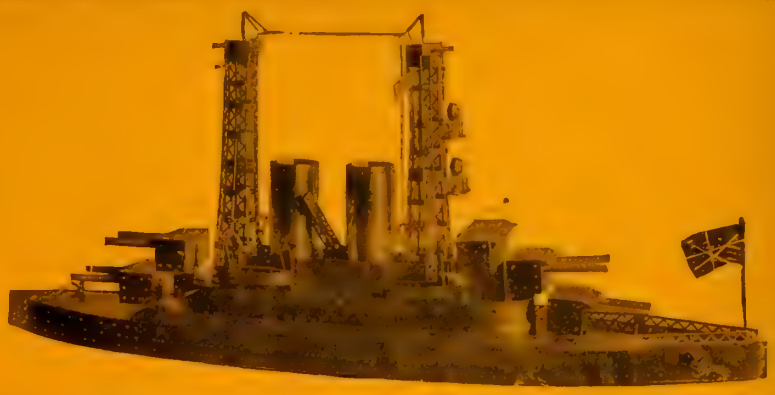
Largest Factory in the U.S.A. Making Toy Balloons Exclusively

Canadian Agents:

Menzies & Co., Ltd.,

489 King St. W. **Toronto, Can.**

The steel construction toys of today are real educators for the boy. The real boy is a builder by instinct, and the man who invented the construction toy discovered a real character builder at the same time.

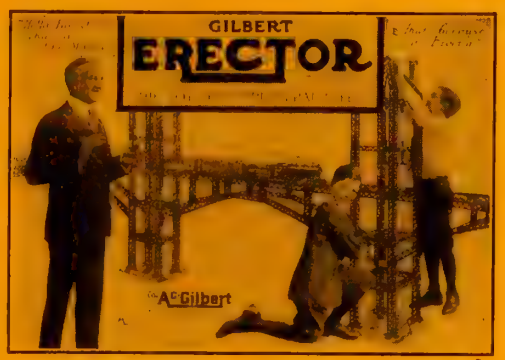


ERECTOR REG U S PAT OFF

IS STILL THE

KING of TOYS

Sizes, Retail Canada: 00-.60 cents each
0-$1.20 each
1-$2.25 each
2-$3.75 each
3-$6.75 each
The Set with Motor-4-$10.00 each



ERECTOR REG U S PAT OFF Made in Canada

Is the Most Extensively Advertised Toy in the World

: : :

Stock this Line

All the Year round and Reap the Profit



This shows the Boy making a Geared Racer with 9006 Wheel Toy Set.

The New Wheel Toy

sells

Spring, Summer, Fall and at Xmas

Three Sizes: 9004, retail $9.75
9006, retail $15.00
9007, retail $22.50

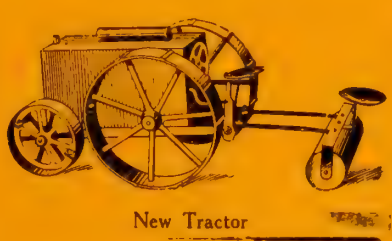


This is the 9006 Set, retail $15.00

See Our Advertisements in the Saturday Evening Post and all Boys' Magazines



Wireless Sets, retail $11.25 to $97.50



New Tractor



Electrical Sets $2.25 to $22-50

We have

PARCEL POST
TOYS
ERECTOR
BRIKTOR
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PUZZLES

To Retail at 90c. each while stock lasts

The Gilbert line embraces the following: Erector, Briktor, Wireless, Electrical Sets, Chemistry, Mechanical Toys, Phono Sets, Puzzles, Magic, Nurses' Outfits, Carpenters' Tool Chests, Soldering Outfits, Signal Engineering, Sound Experiments, Machine Guns, Tanks.

Write about our Canadian proposition at once, please. Catalogues now ready.

The A. C. Gilbert-Menzies Co., Ltd., 439 King St. W., Toronto

Manufacturers of Gilbert's Toys. Agents for Gilbert's Polar Cub Fans, Vibrators, Sewing Machine Motors and Toy Motors.

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Manufacturers:

Bookseller & Stationer can put you in touch with British Concerns.

They Can Sell Your Products.

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Fitted with our Patented, Self-regulating "Automatic" Feed. Indestructible Reservoir Sac. 100% Ink Capacity. Full size 14 kt. Gold Pens, tipped with hardest Iridium.

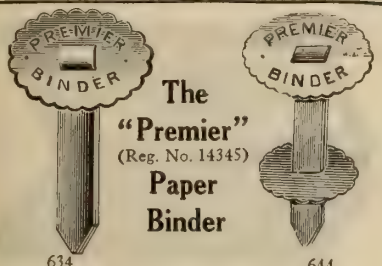
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The "Premier" (Reg. No. 14345) Paper Binder

Made in lengths of 1/4" to 6".

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Manufacturers Moisteners Standing and Hanging Files Punches Board Clips

Inkstands

Automatic Wood Glass



Defiance Mfg. Co.

384 B'way, N.Y.

NEW GOODS
DESCRIBED AND ILLUSTRATED

SHEET MUCILAGE

A line that should find ready sale in all stationery shops is sheet mucilage as introduced by the Tablet and Ticket Co., of Chicago. The sheets come in book form and are interleaved with wax paper. The product comes also in jars, as illustrated herewith, each jar containing over 500 strips or squares. This sheet mucilage is designed for desk use, albums, scrap books, etc., and it is asserted that one of these bottles will outlast half a dozen bottles of equal size containing fluid mucilage with brush.

In use, as for instance between photo and leaf in an album, both sides are moistened evenly, then pressed, or the mucilage squares or strips may be moistened on only one side at first, then attached to the photo, after which the reverse side is moistened for mounting in the album.

This sheet mucilage is a purely vegetable product.

There are two sizes of jars, one with strips ½ in. by 2 in., the other with ⅝ in. by ⅝ in. squares.



THE NIELSON RUBBER TYPEWRITER TWIRLER

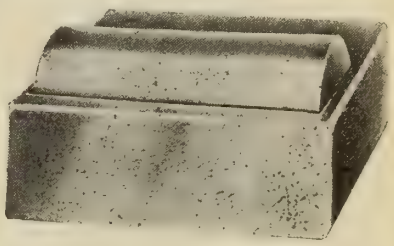
A novel design in typewriter platen twirler has been produced, made with a double flange which assures the twirler staying in place. It is made of live resilient pure para rubber. The Nielson Supply Company, 810 First National Bank Bldg., Chicago, Ill., manufacture the device. It increases the diameter of the knob furnished with the machine and gives a soft grip which prevents the operator's fingers from becoming sore after prolonged service.

The Moistener De Luxe

Bankers' Sanitary Moistener

Unbreakable with ordinary use, made entirely of metal, mostly brass. Guaranteed rustproof. Extra wide moistening roll — three inches wide, of special composition that carries water in a thin film, adequate for all purposes; yet will not flood small gummed labels and stamps, destroying their adhesive qualities before affixing.

Our De Luxe finish is distinctive and makes an attractive addition to any office. Packed in individual cartons.



Our distributors' discounts are worth while

RYCO TAPE MOISTENER

ADDS TO PROFITS



Made of pressed steel, takes any standard width roll, and is so simple sales talks, demonstrations or "approval" sales are unnecessary. Users like them because in speeding wrapping and packing they moisten tape perfectly. Put in a stock now and lose no sales when customers call. Orders shipped day received.

Retail price, $5 each. Wholesale price, $2.50 each. F.O.B. Bellows Falls, Vt.

WRITE FOR PRICES AND SAMPLES OF SEALING TAPES.

J.F.RYAN & CO.

52 Vanderbilt Ave., New York

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

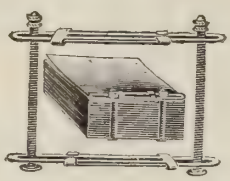
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Tempera Canvases and Academy Boards
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Finely Prepared Artists' Oil and Water Colors
Pastels and Pastel Painting Materials
Fine Quality Brushes
Poster Show Card Colors
Air Brushes and Materials
Catalogue on Request



F. WEBER & CO.
Manufacturing Artists Colormen since 1854.
Factories and Main House: Philadelphia, Pa.
Branches: St. Louis, Mo.; Baltimore, Md.

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.10 per dozen. Send for particulars.

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DESK PADS

Good Merchandise—Fair Prices
Satisfaction Guaranteed
on all specialties
Leather and Brass Corner Desk Pads
(Flexible and stiff—60 styles)
Glass Desk Pads
(3 styles—3 sizes)
Cloth Covered Card Index Cabinet
(Standard Sizes)

L. SAINBERG
657 W. Houston St. New York
Canadian Representative
Standard Distributing Co., Guy Block
Montreal, Que.

NEW FORTUNE TELLING BOARD

"Lillie White" is the name of a new fortune telling board with which playing cards are used as the basis, together with a moving indicator.

DEALER HELPS

A new specimen sheet of electrotypes for use in the local advertising by stationers and lantern slides for the same purpose has been issued by the Eaton, Crane & Pike Co. The advertisements for newspaper use are cleverly gotten up and are of a nature calculated to appeal to advertising stationers generally. The slides are especially well conceived.

EVERY STEP IN CANNING

Another new book that will appeal to housewives is "Every Step in Canning," by Grace V. Gray, published by Forbes & Co., Chicago.

The new system explained in this book makes canning a joy; it saves labor, time and fuel, and by eliminating spoilage it prevents waste of food. "Every Step in Canning" not only gives complete instructions for canning in glass and tins but also gives full directions for preserving all foods in every form—by brining, drying, smoking and storing. This book omits theory and technical terms and gives the directions in a clear, definite way that makes canning simple and successful.

GERMAN GOODS OFFERED

Hamilton, Ont., Jan. 16.—German-made goods are already being moved to the Canadian market. Yesterday, a well-known Hamilton stationer received an offer from a prominent wholesale firm in Toronto of two hundred dozen mouth organs of German manufacture. The stationer declined, stating that while he realized that since the war was officially over and that the ostracizing of everything German could not be kept up perpetually, he did not want to be the first to let down the barrier. The price of the German mouth organs had been more than trebled since before the war.

FRENCH IVORY TOYS

French ivory toy tea sets are being offered in grades retailing at from 10c to $5 .

ALPHIES

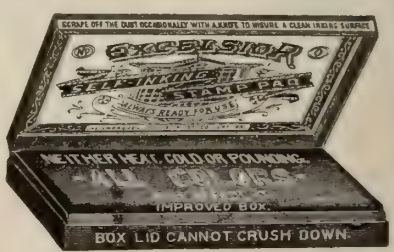
Another distinctly new idea in toys is the line known as "Alphies," each block having a separate personality as well as representing a letter of the alphabet.

Pugh Specialty Co.
LIMITED
38-42 Clifford Street, Toronto, Canada

Manufacturers and Manufacturers' Agents
We own or control 5 Factories

Our Lines

French Ivory.
Pennants, Cushions and Textile Novelties.
Supplies for Celebrations, Old Boys' Re-Unions, etc.
Tag Day Supplies.
Advertising Signs and Banners.
Purses, Wallets and School Bags.
Powder Puffs.
Souvenir Novelties.
Booklets, Post Cards, etc.
Toy Books.
If you don't get our Catalogue regularly, send us your name. It's well worth having.

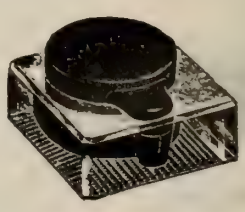


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B. G. Volger Mfg. Co., Inc.
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Our Specialty:
STAMPING INKS OF ALL KINDS

INKSTANDS OF ALL STYLES



Manufactured by

Frank A. Weeks Mfg. Co.
93 John St., NEW YORK CITY, N. Y.
Canadian Jobbers handle our lines.

Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

"The Guarantee of Quality"

FULTON

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Stamp Pads

Line Daters
Numberers
Sign Markers
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Manufactured by
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GRAMOPHONE NEEDLES

Buyers should write at once for samples and prices of

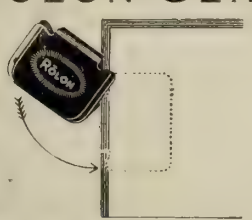
THE APEX TEN TONE NEEDLES

each playing 10 records.
Also
ordinary NEEDLES
and SPEAR POINTS.

***DELIVERIES** of any quantities can be despatched immediately.*

BROADWAY SMALLWARES CO.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND

RŌLON CLIP



Merely Start from the Back and
ROLL IT ON

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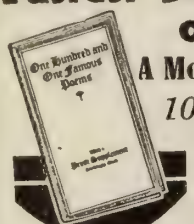
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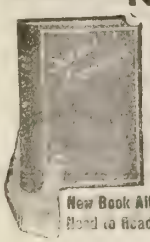
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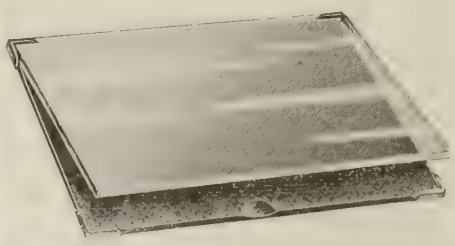
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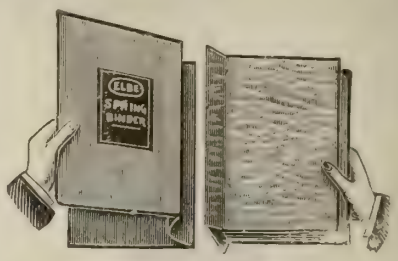
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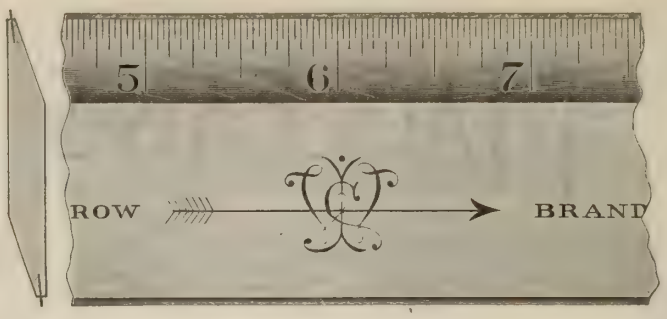
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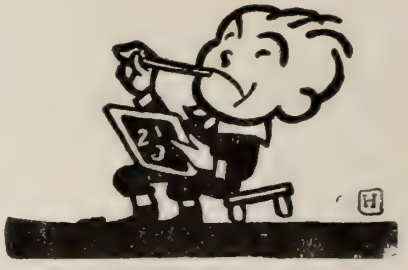
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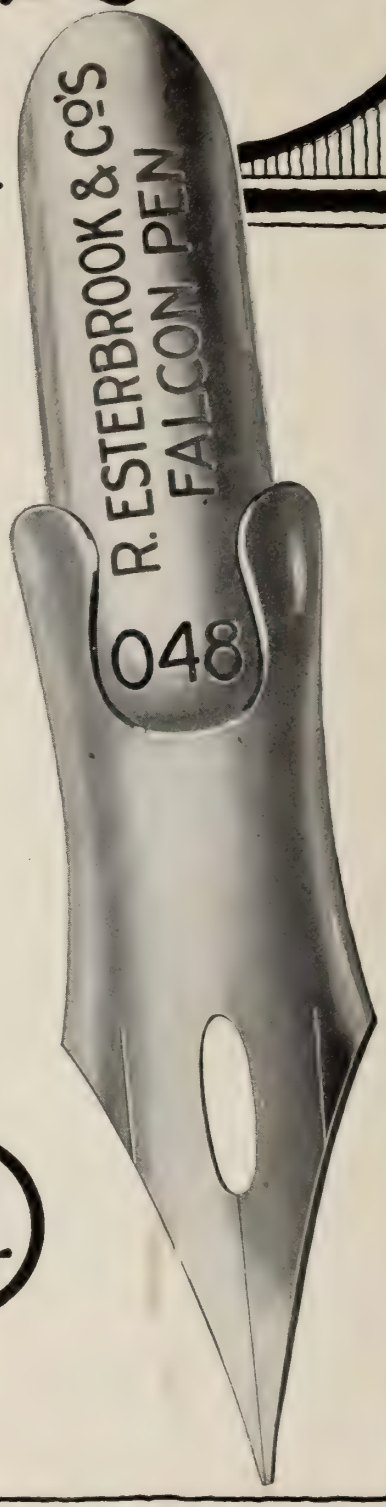
Hodder & Stoughton's 50c Reprints will solve this problem for we have a wonderful list of popular books by popular authors in our new reprint line on which the trade prices are 33c in hundred lots and 35c in smaller quantities. All the books are bound in cloth with attractive new jackets in three colours.

Over one hundred and fifty titles are now in stock. A complete list of them is included in our new catalogue just printed and will be sent on application.

HODDER & STOUGHTON, LIMITED

TORONTO

Millions use this Pen



THE most popular pen in the world—used in every place—the most generally adaptable pen—firm yet flexible when desired—smooth writing—corrosion resisting—durable—SATISFACTORY.

The Esterbrook Falcon Pen

Our advertising in general and special magazines is attracting millions of readers. We have practical "dealer helps" to assist you to link up your store with the national advertising we are doing.

Counter Display Cases
Samples
Wall and Counter Cards
Calendars
Puzzles (to attract the children)
Window Trims

61st Year

Write us for information about the above The pen is a little item, but we can help you make it a big factor in your store trade

The Esterbrook Pen Mfg. Co.
18-70 COOPER STREET, CAMDEN, N. J.

Canadian Agents : Brown Bros., Ltd, Toronto, Canada

Esterbrook Pens

"Easiest to show!" "Easiest to sell!"

BOOKSELLER AND STATIONER, June, 1920. Volume XXXVI. Published every month. Yearly subscription price, $1.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.









GOOD ALL TRADE MARK

GOODALL'S
English
PLAYING CARDS

When you sell **Goodall** Superb **Playing Cards** you can depend on a generous profit and complete customer satisfaction.

Their smooth, clean-cut, artistically designed boards with superfine finish always win instant approval from card lovers.

Stock Goodall's and be sure of satisfaction and a good profit margin.

AUBREY O. HURST, 32 Front St. W., TORONTO

The Tucker Manufacturing Co., Ltd.

Specify TUCKER'S "HAND GRIP BRAND" on all Orders and Indents

MANUFACTURERS OF

PAPER FASTENERS, DRAWING PINS AND GENERAL STATIONERS' SUNDRIES

HAND GRIP BRAND SEMPER AD EVENTUM FESTINAT

Registered Trade Mark

SELF-PIERCING PAPER FASTENERS "S" SERIES



CALENDAR SUSPENDERS



ONE PIECE STEEL DRAWING PINS.



"GRIPON" CLIP



SUNDRIES.

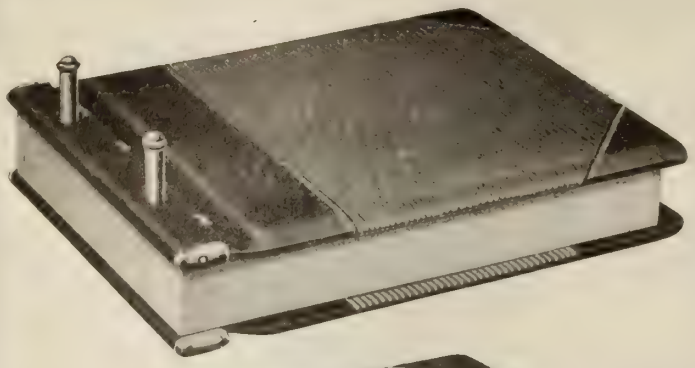


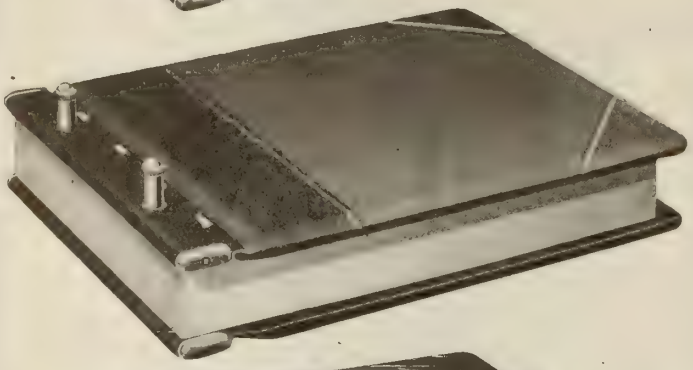
REQUIREMENTS OF ALL MARKETS SPECIALLY STUDIED

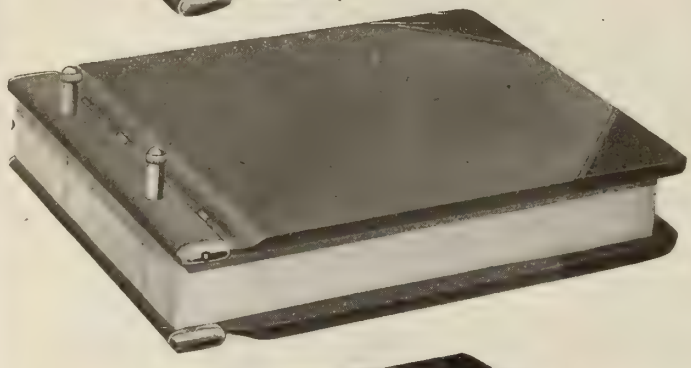
CRESCENT WORKS, HARLESDEN, LONDON, N.W., ENG.

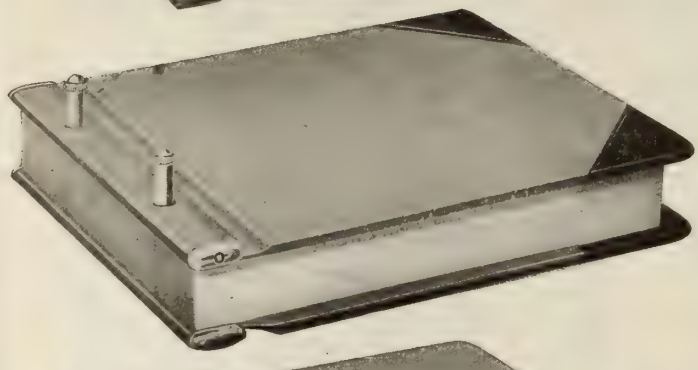
For Catalogue and Prices Write our Representative

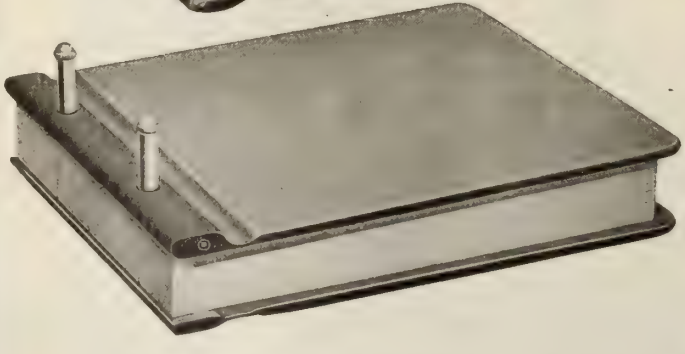
AUBREY O. HURST, 32 FRONT ST. WEST, TORONTO











LUCKETT'S STERLING LINE

STYLE AE

End Key Lock—Metal Hinge, Genuine No. 1 Red Cowhide and English Corduroy.

MADE

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End Key Lock—Metal Hinge, Red Sterluck and Green Buckram.

(Sterluck is the best grade of manufactured leather).

IN

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BY

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CANADIANS

LUCKETT LOOSE LEAF, LIMITED

TORONTO

Do You Know About Autocrat Stationery?

Have you received our special introductory offer on our quick-selling assortment No. 730 of Autocrat Linen?



AS a means of quick demonstration, without fear of loss to the buyer who first must be shown, we have prepared a special 144-box assortment which will afford dealers a generous profit.

It contains the pick of the latest styles and sizes, white and tints, of this popular selling line—120 one-quire boxes of writing paper and envelopes; 24 boxes of correspondence cards and envelopes. Each box has been selected to meet a popular demand and to produce maximum profits for dealers as well as the highest degree of satisfaction and service to their customers.

Each assortment contains display rolls, cut-outs, show cards and other advertising material to help display and sell the goods.

The rapidly increasing popularity and sale enjoyed by Autocrat Stationery is conclusive proof that the public has been quick to recognize its merits. Attractively boxed, pleasing alike to the eye and the pen—Autocrat is yet so moderately priced as to insure its continued use by all who make its acquaintance. It's a staple seller the year 'round, and the best—the very best—writing paper in its class on the market selling at anywhere near its price.

Whether or not you have ever sold Autocrat before, YOU CAN SELL this assortment by simply showing it to your customers—to display the boxes is to sell them.

Send to-day for large folder telling all about this assortment—order one—see how quickly the box will sell

WHITE & WYCKOFF MFG. COMPANY

Master Makers of Distinctive Social Stationery

HOLYOKE, MASSACHUSETTS, U.S.A.

The Mark of Master Makers

Exclusive of the Maritime Provinces and Newfoundland
A. R. MacDougall & Co., Limited
468 King St. West - Toronto, Ont.

Canadian Representatives:

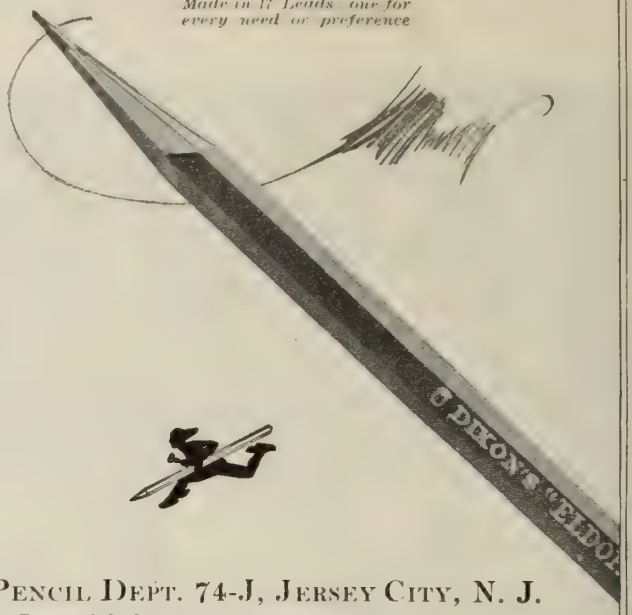
The Maritime Provinces and Newfoundland
The Schofield Paper Company
23-25 Prince William St. - St. John, New Brunswick

Fine Feathers

Fine feathers become a fine bird. The handsome appearance of DIXON'S ELDORADO, in finish and packing, is in harmony with the superlative quality of the pencil itself.

DIXON'S
ELDORADO
"the master drawing pencil"

Made in 17 Leads, one for every need or preference



JOSEPH DIXON CRUCIBLE CO., PENCIL DEPT. 74-J, JERSEY CITY, N. J.
Canadian Distributors:—A. R. MacDougall & Co., Ltd., Toronto

STANDARD CHALKS AND CRAYONS

INCREASING SALES INDICATE SATISFIED BUYERS

Illustrated in this space are just a few of many popular school members in the line of crayons made by the Standard Crayon Co. The interesting proposition we have for stationers and the satisfaction these goods are giving in schools throughout Canada, accounts for their increasing sale by the retailers. If you are not fully posted let us send you samples and prices.

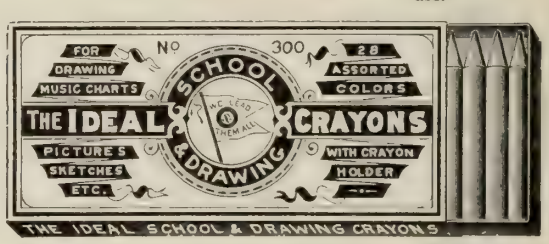


Crayel—Highest quality wax crayon for general school use.



No. 67—Gem. 7 colors, wax-crayon, in wood box, for general school use.





No. 300—Ideal, 28 colors, with neat holder in slide box, for general school use.

Representatives for Canada and Newfoundland:

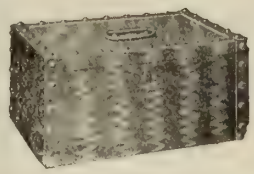
A. R. MACDOUGALL & CO., LIMITED 468 West King St. TORONTO, ONT.

DAN-DEE

Art Metal Products



DAN-DEE
Square Waste Baskets
3 Styles — 6 Finishes



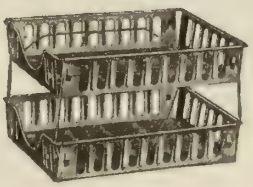
DAN-DEE
Strong Boxes
2 Styles — 2 Finishes

may in some few instances demand a higher price—but their quick turnover, the satisfaction they give the user, and the liberal margin of profit they pay you, makes the entire line worthy a prominent place in your stock of office appliances.

Write for descriptive circulars, price lists and discounts.



DAN-DEE
Round Waste Baskets
2 Styles — 15 Finishes



DAN-DEE
Letter Trays
2 Styles — 8 Finishes

EACH of the Sengbusch office appliances is the recognized standard in its respective field. Each has earned its place and reputation by years of successful performance.

You stand to lose the business of these people unless you keep your stock of "Sengbusch" complete.



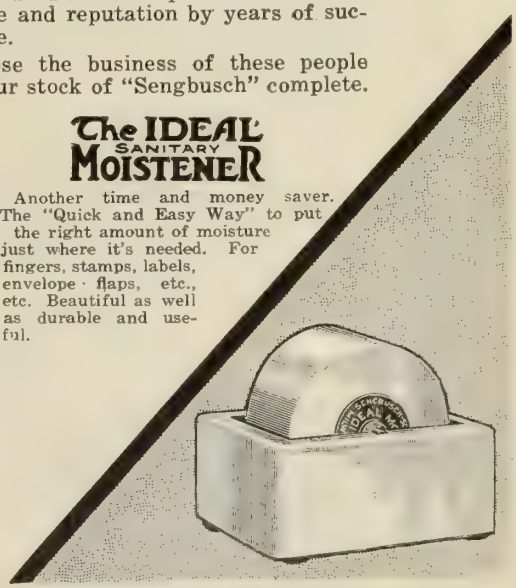
SENGBUSCH
Self-Closing
INKSTAND

It's more than an ink receptacle. It saves ink, time, trouble and temper. Cuts ink bills 75 per cent., and assures clean, fresh ink at all times. Made of the best material obtainable.

The sensible way to use mucilage. Clean, convenient, easy to fill. Moulded in one piece of genuine, hard rubber. Neat and attractive.

The IDEAL
SANITARY
MOISTENER

Another time and money saver. The "Quick and Easy Way" to put the right amount of moisture just where it's needed. For fingers, stamps, labels, envelope flaps, etc., etc. Beautiful as well as durable and useful.



A good line of "Sengbusch" Office Appliances is the earmark of a live stationer. There's a good margin in them, too.

Our catalog, circulars, display cards, etc., with your imprint on them, are free. Get your share, now. They help make added sales.

Representatives for Canada and Newfoundland:

A. R. MACDOUGALL & CO., LIMITED 468 West King St. TORONTO, ONT.

"CRAYOLA"
Gold Medal CRAYONS

Poor and gritty crayons constantly interrupt the trend of thought and mar the work of student and artist alike.

In the line of good Artists' and School Drawing Crayons "CRAYOLA" stands supreme. There are no limitations to its use.

For stenciling, "CRAYOLA" is unsurpassed, for instructive color work in schools, it is more convenient, cleanly and economical than water colors.

"CRAYOLA" is always ready to use — no mixing required, no soiled fingers. It is clean and compact.

"CRAYOLA" is made in twenty-four different colors. These colors are permanent and may be overworked to produce any desired effect. Made in various sizes for different purposes. For sale by most dealers.

Send for latest catalogue of the complete Binney & Smith line. New items are constantly being added.

BINNEY & SMITH CO.
81-83 Fulton Street, New York

A Real Profit on Every Eversharp Sale



Canadian dealers like to sell Eversharp because it keeps on turning over so quickly and because there is a worth while profit on every sale.

Both they and their customers like to write with it because it is always sharp yet never sharpened, because it is beautifully designed to give lifelong service.

And Eversharp Leads, for which there is always a steady demand, further enhance the value of Eversharp — to dealers and customers alike.

If you are not yet an Eversharp dealer write for catalog and interesting literature. Address Canadian representatives:

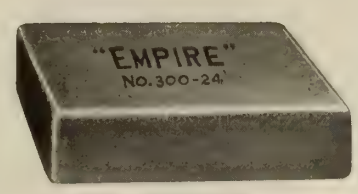
The symbol of perfect writing — the mark of Eversharp Pencil and Tempoint Pen.

Rowland & Campbell, Ltd.
Winnipeg, Manitoba

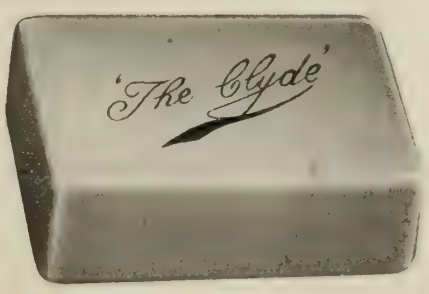
Consolidated Optical Co.
Toronto, Ontario, and Montreal, Quebec

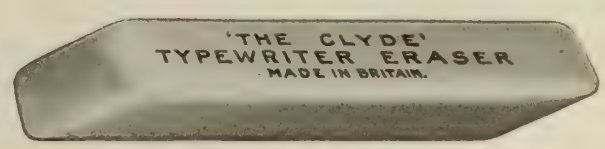
EVERSHARP
The name is on the pencil
Made and Guaranteed by
THE WAHL COMPANY, Chicago













Erasers of Highest Quality

We beg to announce that we have appointed as our Sole Agents in Canada and Newfoundland

Messrs. A. R. MacDougall & Co., Ltd.
468-474 King Street West
TORONTO

who will carry stock of all our Manufactures.

The standard of quality is the highest, and terms are the best obtainable.

Inquiries Invited

THE CLYDE RUBBER WORKS CO., LTD.

RENFREW -- SCOTLAND



at the sign of the Bee

WATERSTON'S

"BEE" TRADE MARK BRAND

SEALING WAX

Established 1752



"Banker's Specie"

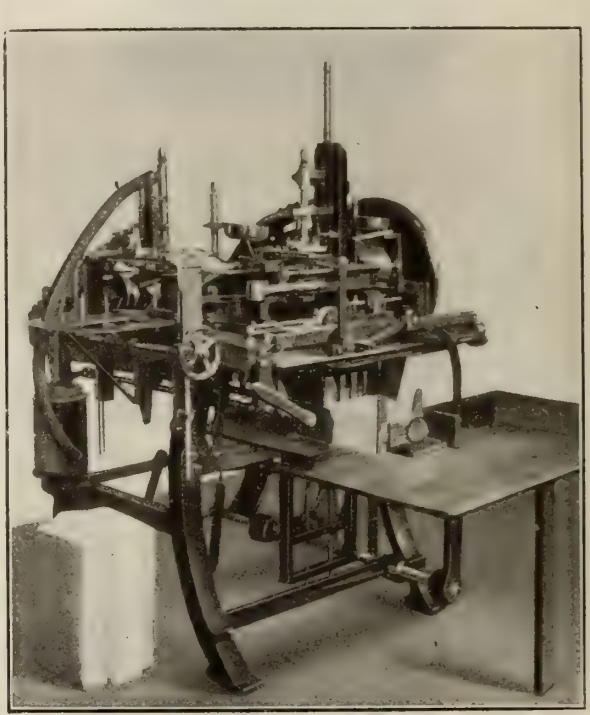
is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has the additional advantage of being sold at a moderate price.

GEORGE WATERSTON & SONS LD.
AND AT WARRISTON ROAD EDINBURGH
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THE CARMIC

AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT.



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7. Best material and workmanship throughout.
8. Space required for machine and operator, 7 ft. x 5 ft.
9. Machines supplied ready for working.

Prices and Particulars to be obtained from

Peter Carmichael & Co., Ltd.

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Telegrams: "Encarmicom, Camb, London."

Why?

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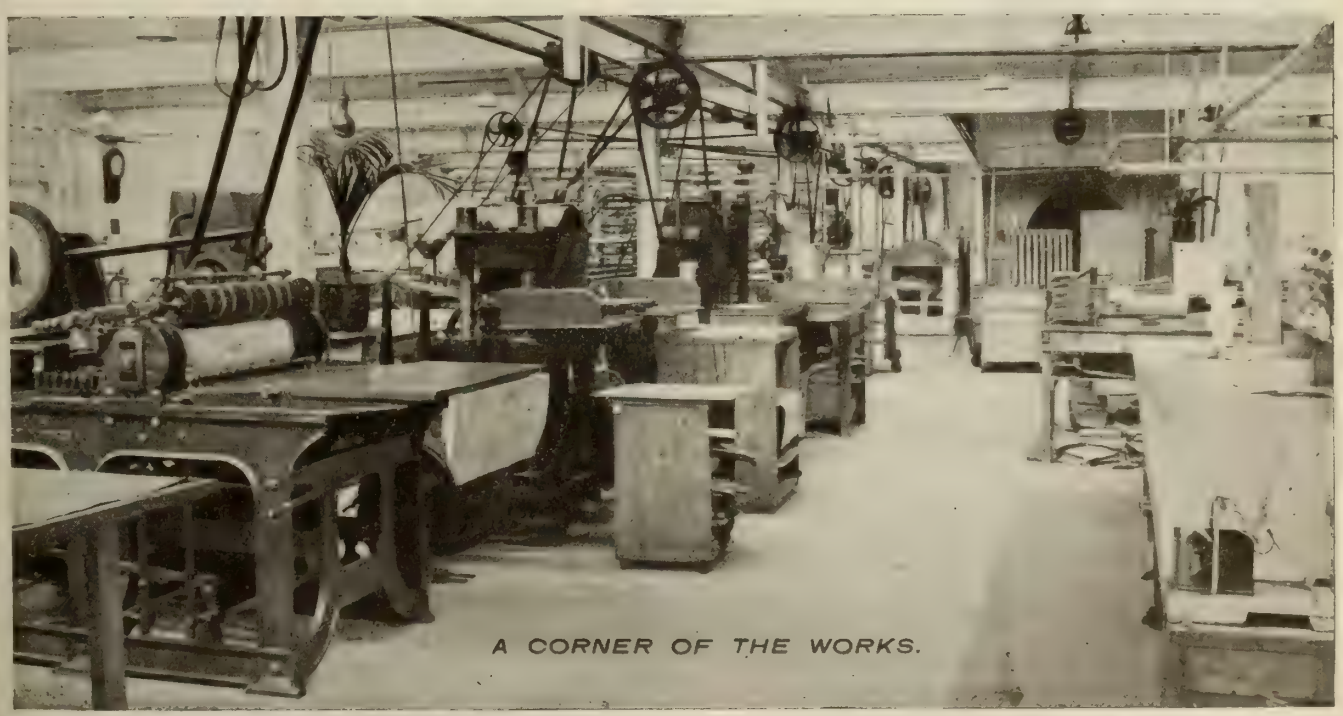
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1. I cannot get better work elsewhere.
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Makers of

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Typewriter Ribbons and Carbon Paper, Erasers and Stencil Paper

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British Made
Highest Quality

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Telephone--London Wall 6480
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A popular quick selling pen :
THE
"ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

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Publisher
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announces the opening of his Canadian office in Montreal, Que.

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Aigner's Patent Cut Index Tabs come in strips or gangs already cut, leaving the tabs in one strip with a 1/16 attachment on rear edge. One-half turn separates the tabs — no mixing of tabs, as they come in alphabetical order; the next letter is always at the top of the strip. Tabs are linen-lined on inside, gummed and ready for use.

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Index Tabs of all kinds
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MOISTEN THEM with the ARGUS MOISTENER

Always ready for use. Sanitary. Moistens flap or stamp neatly, quickly—in series or singly. Beautifully nickel-plated, highly desirable for **OFFICE OR HOME**

Useful gift. Will be keenly appreciated by social letter writer or office employee.

PRICE, PREPAID **$1.50** Ask your stationer or send us $1.50. Our guarantee with every one. Money refunded if not satisfied.

ARGUS MFG. CO., 402-6 N. Paulina St., Dept. 30 CHICAGO

VENUS

The largest selling quality pencil in the world

VENUS PENCILS

Your customers know that VENUS quality is a certainty. They look for the distinctive VENUS water mark because it denotes pencil satisfaction.

In VENUS lead there is no grit, no harshness, no unevenness and no variation—just smooth, satiny writing all the way through!

Every pencil requirement is met in the 17 VENUS black degrees—from 6B softest to 9H hardest and 3 copying.

Be sure your stock is complete. Catalog and prices on request.

American Lead Pencil Co.
220 Fifth Avenue, New York
Factory: Hoboken, U.S.A.
Factory: London, England

VENUS



The Early Bird

If you have not established an Every Day Card Department in your store, it's up to you to get in on "The Early Bird" class and see what a splendid reward awaits a little effort on your part.

Greeting Cards are friendship emissaries for Every Day as well as for festive days.

It is a clean and certain business. It is not necessary to carry heavy Stocks.

There is absolutely no loss.

You make over one hundred per cent. profit.

It's the best undeveloped money-making proposition in the Stationery Business in Canada.

You will find distinctive cards for every occasion in the Coutts line.

Attractive Prices. No Duty.
No Exchange.

Made in Canada

WILLIAM E. COUTTS

COUTTS GREETING CARDS MADE IN CANADA

145-149 Adelaide St. W.
Toronto

Member of the Greeting Card Association



If You Buy Ream Goods

you will be interested in

CRANE'S STANDARD

Four and Five-Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each) ; cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets—5 sections of letter size—to each package of envelopes and charging 1-4 of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

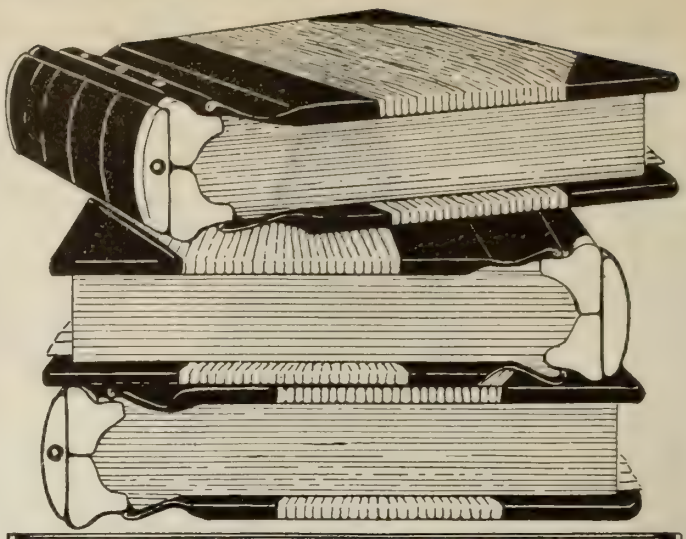
Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of 1-4th reams and 1-8th M in a huge variety of sizes, in quantities of not less than 5 reams and 2 1-2 M.

Canadian funds accepted at par.

MADE IN BERKSHIRE
EATON, CRANE & PIKE CO.
REG'D
U.S.A.

EATON, CRANE & PIKE COMPANY
New York *Pittsfield, Mass.*



Standard B&P Loose Leaf Devices

and Blank Books

THE LINE OF 10001 NUMBERS

The same care and quality that has distinguished B & P products for 80 years, enters into the manufacture of our Loose Leaf Devices

Sold only through dealers

Standard B&P Blank Books and Loose Leaf Devices

BOORUM & PEASE CO.
NEW YORK

CARTER INX PRODUCTS

Give the Customer What He Wants

You can sell your customer practically any legitimate brand you may decide to push.

But it isn't a question of salesmanship alone. Good merchandising comes first.

It is good merchandising to stock and feature Carter Products. They turn over more rapidly, require the minimum of selling effort (therefore, they save man power) and because they invariably satisfy, they keep the customer sold on your service.

THE CARTER'S INK COMPANY

Mount Royal Ave. and Drolet St.

MONTREAL, QUEBEC

DeLuxe Line

Loose Leaf Devices and Supplies

For more than twenty years the entire energies of this organization have been devoted solely to the design, manufacture and sale of loose leaf devices and supplies.

Founded on the idea of correct design, and high quality—backed by fair prices and progressive policies—De Luxe Line Loose Leaf Products have developed the largest sale in the world.

The De Luxe Line is complete and includes every standard type of loose leaf device from the small pocket memorandum book to the complete outfit for machine bookkeeping.

In addition to bound goods we sell metal parts for current ledgers, sectional post binders, storage binders, files and many other loose leaf devices. Our new plant more than doubles previous production facilities, assuring prompt service to all our dealers, old and new.

Canadian funds are accepted at par.

WILSON-JONES LOOSE LEAF COMPANY

Largest Manufacturers of Loose Leaf Products in the World

CHICAGO *Our Trade Mark Your Guarantee* **NEW YORK**

The Season's Predominant Fiction

Good Novels are Selling as Never Before

THE GORGEOUS GIRL

By NALBRO BARTLEY

Price $1.75

A story of contrasts—the story of one girl whose gorgeousness is all on the outside, plainly visible; and another, who's beauty and fineness are hidden within.

THERE'S NO BASE LIKE HOME

By **H. C. Witwer**

In nine hectic episodes, the careers of Ed. Harmon and his deliciously French wife are disclosed.

H. C. Witwer at his uproarious best.

Illustrated $1.75

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By **Christopher Morley**

Kathleen wrote a letter to Joe at Oxford. It fell into the hands of one of the "Scorpions" and so the great Kathleen expedition was organized. A little book in Morley's happiest comedy vein.

Illustrated $1.25

Suddenly it dawned upon her—

She was keeping a tryst with the wrong man!

She came looking for an hour's romance, an adventure, to take her out of the monotony of her existence; instead, she found herself pledged for a lifetime, thrust into a new world, among strange people and mystifying events.

THE SECOND LATCHKEY

By C. N. and A. M. Williamson

Authors of

THE LION'S MOUSE

Price $1.75

HALF PORTIONS

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If you can sell O. Henry you can sell Edna Ferber. Here we have Emma McChesney with us again.

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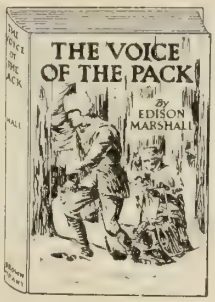
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MISS LULU BETT.

Her latest will have a strong appeal to those who like Edith Wharton, John Fox and George W. Cable.



Splendid for Train or Boat

MR. WU.

By Louise Jordan Miln. Here is an interest-holder with a mixture of Orient and Occident which will make a traveller forget heat and discomfort. The play of the same name is a good introduction.

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THE CRY OF YOUTH.

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By William J. Locke. A new book by this author will sell steadily for a year or more. Keep recommending it and you will surely make sales. It is reviewed as "perhaps Mr. Locke's best."

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AS YOU WERE, BILL.

By Edward Streeter. Sell this as the latest "Dere Mable" book and it is sure to go. $1.00 retail.

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The newest Bairnsfather book can now be supplied in quantity.

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The United Bookstores Company of America

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An opportunity is presented to a limited number of persons interested in wider and more profitable book distribution to participate in a strictly business enterprise for this purpose by becoming members of a syndicate to promote the United Bookstores Company of America.

The syndicate has been formed by the interests responsible for the United Bookstores Company of New York (capitalized for $3,000,000 and now in process of formation with a number of paying New York City properties as a nucleus), and will organize the United Bookstores Company of America as a holding company for the New York concern and for four other subsidiaries to be organized in California, Louisiana, Illinois and Canada.

The purpose of the United Bookstores Company of America is to improve the machinery for book distribution and to increase the number of merchandising outlets for books and high grade stationery through the installation and operation of a national chain of retail book and stationery stores. These stores will be standardized in appearance and interior design and modern efficiency methods will be applied to their management. The Company will purchase for all stores in its chain and for certain non-competitive stores, thus securing extraordinary price concessions and eliminating the profit of the jobber. No such chain of stores is in existence at the present time in either the United States or Canada, although the W. H. Smith Company of England has scored a tremendous success with a chain similar to that which the United Bookstores Company of America intends to establish. The plans of the Company have been approved by publishers, stationers, and bankers. The Company will be incorporated under the laws of the State of New York and will be capitalized for $50,000,000. Its financing will be handled in Wall-Street.

In order to provide the funds necessary for the organization expenses of the Company, and to permit those most interested in the success of the enterprise to participate and advise, the United Bookstores Syndicate has been formed and is now receiving contributions in multiples of $50 from authors, publishers, writers, educators, booklovers, booksellers, stationers and others interested in the subject. The fund so created will be used solely for the organization expenses of the Company. Upon the Company's incorporation the Syndicate will be dissolved and its members will receive for their services in establishing the fund $100 in 8% cumulative preferred stock of the United Bookstores Company of America for each $50 contributed. The members of the Syndicate will be the Company's founders and their names (publishers, booksellers and stationers excepted) will, if the member so desires, be used in all literature descriptive of the Company. This represents an unusual opportunity to double the amount of a small investment while participating in the greatest enterprise in the history of the book and stationery trades.

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I desire membership in the United Bookstores Syndicate under the conditions set forth in your advertisement and enclose check for $.....

Name.....

Address.....

Date.....*1920*

Canadian
Toy Trade News

A Regular Monthly Section Featuring Toys and Other Lines for Children's Trade, Sporting Goods and Fancy Goods

Special Section of Bookseller & Stationer | Toronto, June, 1920 | Vol. XXXVI No. 6

Children's Books and Toys

ALONG with toys and games are closely associated toy books and other publications for children, such as the many that are dealt with in this issue.

Retailers will find it a good plan to put in window displays that feature these several lines of children's goods. They work in well together for a juvenile window that will not only attract boys and girls but will win the attention of parents, who will always be found to be receptive of suggestions for the purchase of gifts that will please the children.

The combining of the several lines will frequently lead to purchases of more than one article. Merchants who adopt this suggestion for putting in window displays of this nature are asked to have them photographed for reproduction in this Toy Trade News section.

If photographs cannot conveniently be forwarded, descriptions of displays or advertisements of toys or children's books will be warmly welcomed.

It is planned to devote more attention than ever to telling what live retailers are doing along this line from month to month.

The active co-operation of all the merchants and their assistants is earnestly asked in order to promote the general welfare of the trade.

DISPLAY BOX ASSORTMENTS

Either 10c or 15c Retailers

New factory addition and added equipment insure good service



Give these boxes good counter room and see the balloons sell. Very attractive display card in colors is included.

15c Assortment:

72 pieces—(4 numbers)

Watermelons with valve.
"Victory" (continuous) Squawkers.
No. 2 Bang Pipes, 4 holes.
"Jumbo" Squawkers.

10c Assortment:

(Same Style Box as Above)

144 pieces—(4 numbers)

Round Squawkers (Stock Number 40/1)
Sausage Squawkers (Number 95).
Balloons with self closing valves (Number 50).
Airship Balloons (Number 110).

Full description on request

The Eagle Rubber Company

Largest Exclusive Manufacturers of Rubber Toy Balloons

Factory:
16 Orange St., Ashland, Ohio

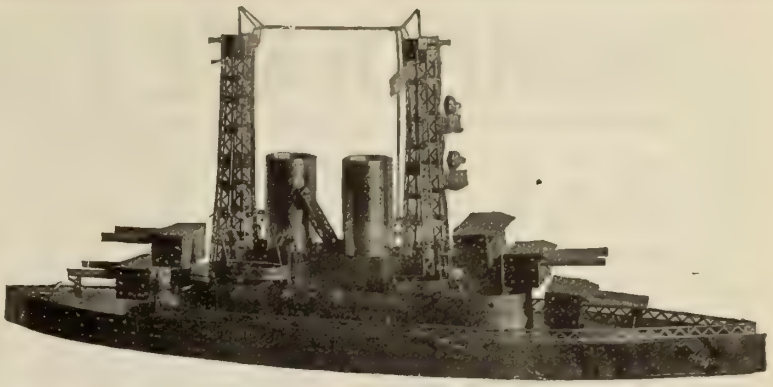
New York Office:
35 Union Square West

Canadian Agents:

Menzies & Company, Limited

439 King St. W., Toronto

The steel construction toys of today are real educators for the boy. The real boy is a builder by instinct, and the man who invented the construction toy discovered a real character builder at the same time.



ERECTOR

IS STILL THE

KING of TOYS

Sizes Retail Canada: 00-.60 cents each
0-$1.20 each
1-$2.25 each
2-$3.75 each
3-$6.75 each
The Set with Motor 4-$10.00 each



This shows the Boy making a Geared Racer with 9006 Wheel Toy Set



The New Wheel Toy

sells

Spring, Summer, Fall and at Xmas

Three Sizes: 9004, retail $9.75
9006, retail $15.00
9007, retail $22.50

ERECTOR

Made in Canada

Is the Most Extensively Advertised Toy in the World

: : :

Stock this Line

All the Year round and Reap the Profit

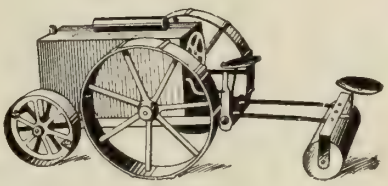


This is the 9006 Set, retail $15.00

See Our Advertisements in the Saturday Evening Post and all Boys' Magazines



Wireless Sets, retail $11.25 to $97.50



New Tractor



Electrical Sets $2.25 to $22.50

We have

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ERECTOR
BRIKTOR
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PUZZLES

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A clean, brilliant modelling wax, in over 20 colors. In its normal condition it is hard, and requires to be held in the warm hand for a few moments until it becomes sufficiently plastic to model with. Clean as clean in use.

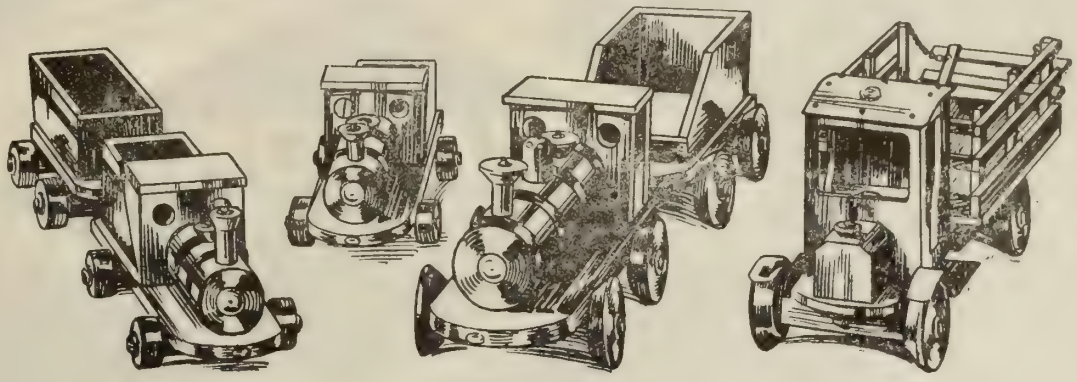
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The Copp Clark Co.
517 Wellington St. West, Torouto
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Every boy can be a Magician. Mystifying, Entertaining, Instructive.
Send for trial order and display prominently. Every boy in your district will want these novel games.



UNIQUE GAME & TOY SERVICE

271 W. 125th STREET, NEW YORK

THE mission of this trade newspaper is to work for greater efficiency in the retail stores and for the increased sale of books, stationery and the associated lines in these stores.



OWNED by the Diamond Match Company and backed by their tremendous resources, the Diamond Toy Corporation has entered the field to put toy making on a new level of broad, intelligent, standardized construction and sound business policy.

The result is a line of forty brand new, attractive and interesting toys including straddle vehicles. pull toys, rocker and platform toys in an unusually wide variety—all designed "true to life" from life size originals, strongly constructed of high-grade materials and finished in a fashion that marks a new era in toy making in this country.

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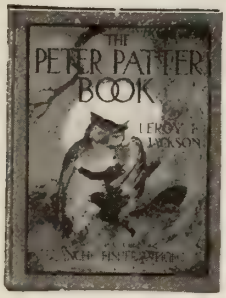
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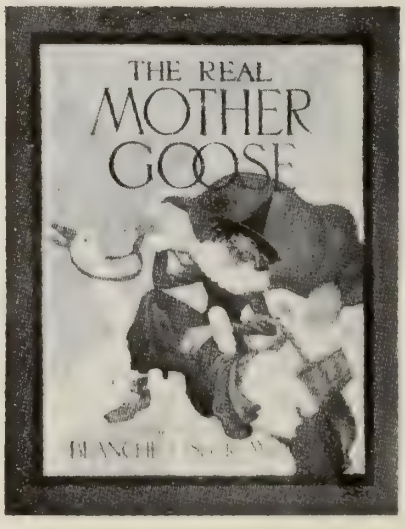
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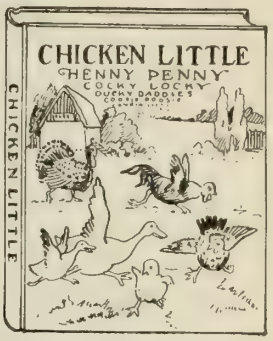


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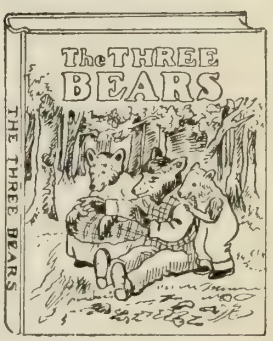
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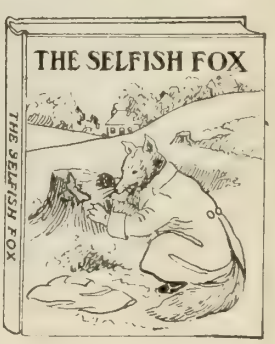
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THOMAS ALLEN, TORONTO

This Page

presents some salient facts about the Canadian field as affecting the book, stationery and toy trades. This information is of value to manufacturers and jobbers of these lines AND FOR ADVERTISING AGENCIES.

For Dealer Advertising

of goods coming under the headings of Books, Stationery and Toys, there is only one medium in Canada. It is BOOKSELLER AND STATIONER, now in its 36th year of continuous publication.

Everywhere throughout Canada the b o o k a n d stationery merchants get BOOKSELLER AND STATIONER and we have many of these dealers as subscribers who have subscribed for it regularly ever since it was established thirty-five years ago.

For first-hand evidence from representative retail booksellers and stationers we would refer you to:

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Granville Stationery Co., Vancouver, B.C.
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OLDS, Alberta, Nov. 20 19 19

MacLean Publishing Co.,Limited,
Toronto, Ont.

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Thanking you, we beg to remain,

Yours truly,

The Olds Drug Co. Ltd.

Per M. R. Maybank

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Quarter page, 2x6¾ in.; 5x3¼ in.	15 00	12 50	11 00	10 00
Specialty pages, space 2¼x3 in.	7 00	6 45	5 85	5 00
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Then the Boys and Girls won't give him any peace till he gets the rest of the series.

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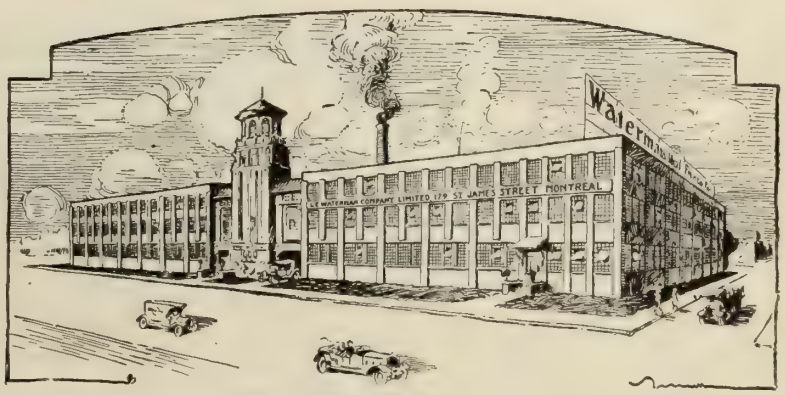
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AND OFFICE EQUIPMENT JOURNAL

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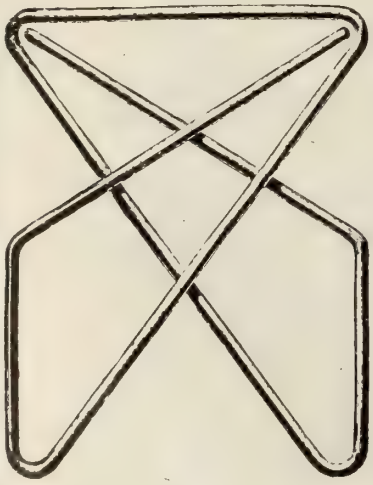
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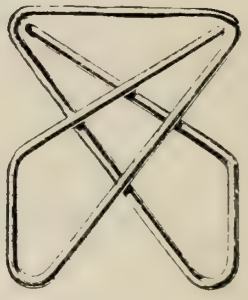
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Toy Trade Coming into Its Own

Has Taken Big Strides Forward in Recent Years—New Ideas in Manufacturing Have Brought New Business That Keeps Up the Year Round.

From enquiries made last fall among representative booksellers and stationers in various sections of Canada, it was found that a large proportion of these devoted considerable attention to the toy trade. This was especially the case in smaller towns. In the case of a few of the larger booksellers in cities and large towns where there was sufficient trade to justify the business being restricted to book and stationery lines, there was in evidence a feeling that the introduction of toys might possibly be detrimental to the business of bookselling proper which should support itself. In the smaller towns, however, it is virtually a necessity for the bookseller to supplement books and stationery by stocking other lines that fit in well with this business and among such other lines probably none lends itself to a more profitable development than that of toys.

Glancing back over a period of twenty years the toy trade of this continent shows a growth which is remarkable in many ways. Of course the number of factories has increased; there has been visible the same sort of development that has been noticeable in other lines, and this development has been specially marked since owing to the war, the importation of foreign-made toys has suffered such a striking decrease.

The toy trade, however, presents one important feature which is unique in itself. During the past twenty years the viewpoint of the entire industry has undergone a remarkable and most important change.

Twenty years ago toys were mainly purchased as Christmas gifts and practically for nothing else. When Christmas came it was customary to buy toys for the children, so parents, aunts, and friends sallied forth and visited the toy shops and department stores and bought a quantity of toys for children of each sex and of certain ages. Year after year brought much the same kind of toys as had been seen in previous years. Year after year these same toys were almost certain to be destroyed within a short time after the Christmas holidays. The toy trade was a splendid example of an industry which existed solely because of a certain attitude of the human mind, and not an industry which was creating a permanent field for itself.

All this has now been changed, and it has been changed owing to the recognition of the fact that children have brains as well as instincts and inherited tendencies. Little Johnny used to get a toy horse or a toy wagon, and little Mary would have a doll or a doll's bed and some picture books. All of these were and are perfectly proper for Johnny and Mary up to a certain age, but in those days when Johnny grew to be ten or twelve years of age his parents stopped giving him toys and bought him a watch or a suit of clothes, or perhaps a little pony, and nearly always books.

Certain far-seeing men in the toy trade, however, began at last to realize the potential purchasing power existing in Johnny after he had passed his tenth birthday, and the toy manufacturers now keep step with Johnny till he goes to college and even further. His brain has been recognized. Johnny of twelve or fifteen is a thinking reasoning personality with ideas of business and of manhood surging in his brain. He wants to do things, to create things, and it is in the toys which cater to these tendencies that an enormous field has been opened in the trade. The wireless telegraph, the electrical toys, and the construction sets are evidence of this. The latter really amount to engineering in miniature, or junior engineering. Or again, take the elaborate railway sets that are now common, trains running by electricity, signals fitted with electric light, rails and switches the exact counterpart in miniature of a real railway. The tastes and tendencies of the growing boy are recognized, and in this way wonderful toys are made and sold at prices which were once deemed far beyond the possibilities of the trade.

TOY BALLOONS

It is interesting to refer to the development of the toy balloon business along lines suggested in previous article appearing in this paper. Canadian stationery stores are nearly all selling far more rubber balloons than they did in previous years.

Manufacturers are helping them with better display boxes. One firm features five and ten cent assortments in special boxes with display lids. Popular selling numbers include watermelons with valve, "Victory" continuous squawkers, bag pipes and jumbo squawkers. Then there are round squawkers, sausage squawkers, airship balloons and balloons with self-closing valves which are lower priced and consequently enormous sellers.



It is by this method of creating a market rather than by following blindly along established lines that such great strides have been made by the toy manufacturers. It was not enough for them to make merely the things that Johnny already wanted they have shown him a new field and kept his interest during years when formerly they had fallen far behind him.

The live bookseller will keep this in mind in developing his toy trade. Perhaps the most popular line with the school boy at the present time is the wireless telegraph sets, which can be procured from a few dollars up to almost any price. In most cases it is the boy himself who will be the purchaser; let him know that he can get a set of wireless for a certain price, and once he makes up his mind it will not be long before he will save up sufficient to make the purchase. The scarcity and high price of labor nowadays have given Johnny an opportunity of earning many an odd dollar here and there, whereas a few years ago he could only have earned about as many cents, and it is up to the go-ahead toy dealer to profit by this.

SCHOOLS USE DOLLS

IN PARIS, France, a new use for dolls has been found. They now play an important part in the schools. The doll lesson is called "History."

It is history of manners and customs throughout the world and the world periods. The pupils are given a certain number of dolls which they must dress in the costumes of the country and time assigned, and which then must be placed in surroundings in keeping with historic facts. Thus when Rome is under examination the scholars do not merely make lip memory of the consuls or emperors, nor merely describe Roman roads and baths, the Forum and the Appian Way; they take the dolls and with them create Roman cities and armies, Roman home life and Roman commerce, and thus recreate, as nearly as possible, a Roman civilization.

That this method will teach history splendidly is beyond question; but it will do more. It will make costume designers of the girls and will give them a keen interest and understanding of clothing forms and periods, will make them needlewomen and give them a technical knowledge of a kind that will render them more content to remain in the home and not to need the constant assistance of the outside entertainment to keep life from becoming an unbearable bore.

Retailers might well bring this to the attention of local teachers. It will at least interest them and may lead to something of a similar nature being undertaken which would, of course, promote additional sales of dolls.

Spring Toy Trade in Saskatoon

Live Western Stores Conduct Year-Round Toyland—Some of the Ready-Selling Lines in Evidence There

MACMILLAN'S of Saskatoon is a store which is becoming famous for its "year-round toyland." This is a most comprehensive department.

Several new features have been added this spring such as the Chummy lawn swings, the rope toss games, and the "Saskatoon Vamps," a bevy of designing little kewpies, with real, honest-to-goodness hair! Skipping ropes, and new dolls are also in evidence.

This department does not hold court merely at Christmas time but is daily deserving of its name—"The Year-round Toy Shop," featuring toys at all times of the year, for birthdays, parties, and other events of interest to the young.

A trip through this department disclosed large displays of juvenile autos, velocipedes, kiddie kars, scooter cars, doll carriages, sulkeys, cabs, etc., in addition to what may be described as the "toy stock proper."

Lawn swings, and baby swings were also in evidence, and of course hammocks, too.

A girls' "flier" tricycle retailing at $20 was a good-looking vehicle, with steel gear enameled black, maroon wheels, rubber tires, adjustable feather seat and steel sides.

One of the most useful articles seen here was an extension gate—a real handy thing, that keeps baby from falling down stairs. This gate extends to four feet and retails for $2.75. Baby walkers, shoofly rockers, hobby horses and verandah swings for babies were seen, together with a big stock of such wheeled goods as express wagons, autos, row-wagons, and doll cabs.

In dolls, real "vamps" with red hair were conspicuously displayed. These are saucy little things altogether removed from the ordinary run of kewpies. It was pointed out that many of these were sold to grown-ups for use as den decorations.

Such well-known denizens of "dollland as "Flo-Flo," "Queenie," "Mermaid," "Splash Me," "Coquette," "Love Me," and "Voleska" were there, and among the imported dolls were some English dolls made by widows and orphans of soldiers.

The rope toss or quoit game in three sizes including one large enough for outdoor use has been attracting a great deal of attention and the department as a whole gave the impression of being a most complete toy store including games in great profusion.

MacMillan's Toyland gets its full share of the use of the store's show windows and occasionally they present most attractive and striking displays that have not only got good attention and brought forth commendation, but have had the effect of greatly speeding up toy sales.

The success of this store in carrying the toy trade throughout all twelve months, is an object lesson to those merchants who have not as yet acted upon the editor's suggestion to operate a year-round toy department.

In the same city another store with a good line top department is the Cairn's store, and spring business here saw great activity in the sale of various wheeled goods.

Seasonable toys such as marbles, agates, girls' skipping ropes, and rubber balls were much in evidence, and this year the Cairn's people have opened a special "Sporting Goods Shop." In announcing the opening of this new department reference was made to the opening of the baseball season on May 5 with the ensuing season of summer sports in full swing. It was stated that, to provide the right kind of service to the athletes of Saskatoon with the right kind of service, complete assortments would be shown of dependable baseball, golf and tennis supplies.

It is of interest to add that this department includes in its stock such goods as knives, razors, etc., as well as hammocks, and other kindred lines.



A. C. GILBERT, "Toy Wizard"

A TOY WIZARD

THE audience at the lecture by A. C. Gilbert, on May 10th, at lecture hall in the Central Y. M. C. A., Toronto, was privileged to the extent of hearing a lecture that was absolutely unique in its experience. Mr. Gilbert did scientific stunts that made everybody in the room sit up with wonder and then explained them, so that his hearers could similarly mystify their friends. After many demonstrations of scientific experiments. The lecturer dealt with the great market for toys that had been created for construction and scientific toys.

The two big ideas that had ever been kept before him in manufacturing scientific toys were first, to instill into boys the spirit of leadership and second, to bring science down to boys' understanding.

To encourage boys toward reaching out towards leadership, the Gilbert Institute of Toy Engineering had been established in which degrees, diplomas and prizes were awarded. The highest degree was that of "Master Engineer," any boy reaching that degree was almost certain to achieve success in life.

Boosting the Sale of Children's Books

Interest Created by Stories and Funny Pictures in the Newspapers Spells Opportunity for Booksellers

STORY books and toy books are so closely associated with toys and games that it has been deemed advisable to give them special attention in this toy trade section.

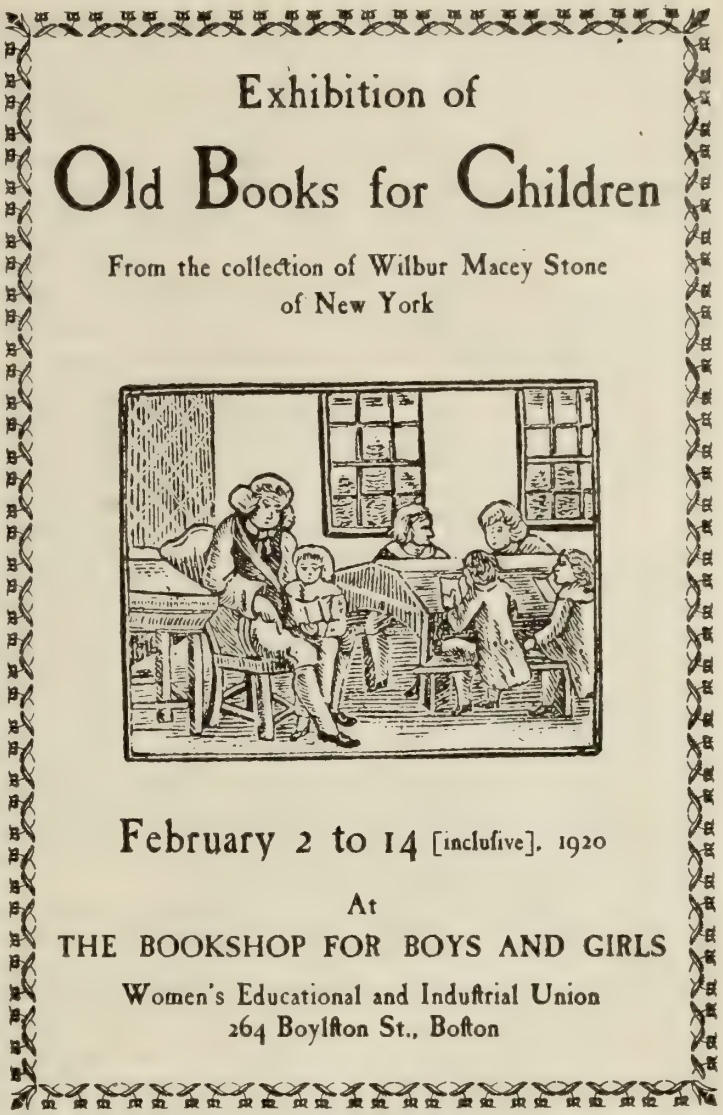
When one contemplates the millions of volumes of books by each of several writers of stories for children that have been sold, with thousands of sales being added this very day, the bookseller will do well to take a new survey of his book trade to ascertain whether his book business is benefiting as it should in profits from sales of the books that are just now in the highest favor in the hearts and minds of the little ones of the community.

One thing sure, no matter how good a showing a book store has made or is making in this respect, there is ample opportunity for enormously increasing the sales of children's books.

Changing to the first person: Have you ever stopped to think of the possible relationship of the popularity of the funny picture supplements of the week-end newspapers with your book business? The chances are that you haven't, because nine out of ten of the booksellers to whom this question was put in the course of conversations about trade in children's picture books had never let their minds dwell on the prospect of making the funny pictures in the newspapers help to sell books containing the same or similar characters, giving additional picture stories of their antics.

The newspaper pages themselves can be most effectively utilized for window displays in conjunction with the books themselves, and it will readily be appreciated that in this manner window displays so striking can be made with comparatively little trouble or expense that will gather crowds of kiddies before the window and attract parents as well. Such a display, in fact, would prove a cynosure for all eyes and be the means of enormously boosting the sales of the books thus exploited.

When such a show of books and publicity helps are put in a window there should be concurrent newspaper advertising linking up with the campaign at the store.



Cover design of a folder announcing an exhibition of old books for children at the Bookshop for Boys and Girls in Boston.

ANOTHER LITTLE COUSIN

The latest issue in the Little Cousin Series put out by the Page Company, of Boston, is "Our Little Czecho-Slovak Cousin." The author is Clara Winslow. The volume is attractively illustrated by Charles D. Meister. This book is uniform with the fifty-five other titles in this series. It imparts a large amount of interesting information about Bohemia, Moravia, Silesia and Slovakia, making up this new independent realm. It is interesting to note that this country will rank eighth in size among all the European states.

"TWO TO FOUR" TOYS

Toy dealers should seek to get all possible data and have it at their finger tips to help to post parents as to what toys to buy for their children. This, of course, applies to all members of the sales force in the retail store. One big metropolitan store compiled a list of interests of children aged from two to four years. Here they are:

Running, climbing, swinging, rocking, pushing, dragging, pulling, simple construction play with blocks, digging in sand and mud play, initiative plays—doll play, rhythmic movements, etc.

Here are the toys for this period:

Harmonicas, trumpets, balls, whistles, bells, hobby-horses, linen picture books, paper and crayons, slides to climb and slide down, sand boxes, iron spoons, shovels, sand forms, carts, little wagons, boxes and tin cans, small durable dolls, small doll carriages, toy furniture, tin dishes, toy animals, building blocks, etc.

BOWSER, THE HOUND

The latest acqusition to the Burgess Green Meadow Series is "Bowser, the Hound."

Bowser, though a great hunter, has the bad habit of following a trail until he drops, without paying attentoin to where he is going. Old Man Coyote knew the habit of Bowser's and when being hunted, he led Bowser into a strange country, and when Bowser had lost his way home, played a trick whereby Bowser fell into the river and hurt himself badly. Bowser managed to crawl ashore and finally found a house where the people nursed his lame back to health. Mr. Burgess tells how Blacky the Crow and Reddy Fox helped Bowser to find his way home to Farmer Brown's

Consider Structural Details When Choosing New Wallpaper

Room Must Have Proper Relation to Rest of House—Good Ideas of Harmony Brought Out in This Season's Lines—Prices From 50 Cents to $18—Paper Shortage Causes Concern—English Blocked Papers Available, But French Output Still Low.

FEW persons in choosing a new wall paper for a hall way, a living room, or a bedroom, do so with any consideration of the structural detail of the room or the building in which the decoration is to be employed. No matter how expensive or how artistic the scheme worked out if it does not become harmoniously absorbed by the whole general scheme its principal value is lost. Otherwise it may give a most startling and unpleasant effect when the door of the particular room is opened into the hallway of the house.

One of the simplest guides to be remembered along this line is that fabric effects are good in a light room—grass-cloth papers, etc., are effective when a simple treatment is employed in the construction of walls, etc. When the stucco effects are used with the very popular beamed ceiling, more weight in the wall coverings and draperies may of course be introduced, and the salesman in the wallpaper department of your store—even if you keep a very modest department—should be posted on a few of the elemental rules in the treatment of interiors. The fact that the larger stores employ experts on their permanent staffs and bring lecturers from the art centres to instruct in attractive employment of decoration in the modern home, shows how important this department is considered by the most up-to-date concerns, and even the small town hardware store with its limited stock need not be behind the times if the owner makes the best of what he has. A few good lines that will surely be good sellers and create good effects is a safer buy than a wide range of novel, cheaper lines for the smaller merchant. He should be guided, however, by what is being shown by the wholesalers to the bigger retail buyers.

The Present Tendencies

This season there is a marked tendency towards stencil and tapestry effects, while reproductions in soft attractive shades of the best-liked designs in cretonnes are also selling very well to the general trade. Many novelties are being tried out by the bigger decorators in the homes of customers who wish to pay the price of these elaborate effects.

One large company, for instance, is decorating a home in Toronto and introducing a unique wall treatment in which sand is thrown on a wet paint. The walls are tinted the desired shade, and while the paint is still wet a fine transparent crystal sand is thrown on the wall, giving an effect like the sheen of velvet when the wall becomes dry. This process can be done in any color, and the effect is very beautiful, but of course could only be used in a home where the rest of the interiors could be equally elegant in treatment. This sand process is more often used in panel effects with the darker schemes and is sometimes used in scroll or mural decorations in theatre or hotel lobbies, etc.

English Hand-Blocked

Among the finest looking wall papers being shown for the present season are the hand-blocked English papers of a rather conventional design. These are in great demand in a wide range of designs and are very good for the better class type of living room, library or dining room. They will retail at about $3.50 a roll. The designers of these papers cut out their patterns in wooden blocks and the moulds are pressed on by hand, making the process a comparatively expensive one from the standpoint of time and labor. "We cannot get the deliveries quickly enough," one importer of English wall papers told BOOKSELLER AND STATIONER. "There is a very large demand for them and of course the wall paper business is suffering from the paper shortage as well as the manufacturers in other lines of paper goods."

Factory Used as Hospital

The wallpaper supplies have suffered too, as a result of the war. Previously France contributed a large supply of the better class of goods to Canadian wholesalers and retailers. To-day the French wallpapers are almost impossible to get. The famous Zuber plant in France was utilized as an immense military hospital all during the war, and only now is it being restored and equipped again to carry on the manufacture of wallpaper lines, world-famous before the war.

This shortage of wallpaper output in France is believed to have a good deal to do with the increased vogue for fabric-covered walls, cotton and silk materials being widely used in interiors of every description.

Eighteen a Yard—Worth It, Too!

Among the novelties for halls is a fine Japanese leather paper in bold conventional design in rich shades and bronze which sells at $18 a roll.

"The hall is the most important space in the house," said one merchant. "If I were being cautious about expense in wallpapers I should go easy on every room before I started to cut down on the hall. It is the first room into which you step—and every room opens into it. Therefore the quality and color scheme must be given careful consideration.

Jaspe Stripes Lead

Dainty for bedrooms, boudoirs, and dressing rooms are the plain Jaspe stripes, pin-head satin stripes, and plain fabric effects that look very much like linen and are particularly refreshing in appearance. Chintz patterns with cut-out borders are very good in soft, loose floral effects, and very dainty bedroom papers may be had from 50 cents a roll up.

"It is absolutely wrong to buy cheap paper these days," said one wallpaper man this month. "People are under the impression that if they can't save in other things they will in wallpapers, and this is a terrible mistake. The cheap papers are a worse investment than the old, faded ones on the wall, and when money is spent on having new paper hung, it might far better be paper that will stay on the walls a few years. Cheap paper is a poor investment and customers should certainly be warned against it."

Among the Novelties

Among the novelties shown to BOOKSELLER AND STATIONER by this wholesale merchant was a very pretty Japanese grass cloth. This comes in natural color grass in various colored backgrounds and is very nice for the popular type of living room. It permits of a cheery treatment of draperies and hangings, and like the good greys and buffs in one-toned papers, is an excellent paper when bright shades are employed in the drapery cretonnes or silks.
out any harm being done."

For the Modern Kitchen

The culinery department should not be overlooked in this brief review.

"Canvas walls painted are the most satisfactory for kitchens, BOOKSELLER AND STATIONER was told. "These should not be attempted until the house is four or five years old so that the plaster is given time to crack if it is going to. After this period the house is settled and the canvas can be stretched on the walls without fear of big cracks splitting it. White enamel paint is applied and the effect is fresh and sanitary, for the walls can be frequently washed with-

Of course the wholesalers are showing a good range of neatly-tiled kitchen papers for those who prefer to carry them. With the present shortage there is no danger of the wallpaper department proving a Jonah. Prices, too, will be firm and are advancing.

EDITORIAL COMMENT

HOW RETAILERS MAY HELP

RESPONSIBILITY for aiding production and helping to reduce the high cost of living rests on every retailer. To what extent are the book and stationery merchants of Canada realizing this? It is up to the retailer to be satisfied with a moderate profit, so that turnover may be speeded up.

While the genuine value to consumers of quality goods should not be lost sight of, medium grade goods have a legitimate place in trade and their exploitation by retailers will serve to curb extravagance and help the average man or woman to stretch the dollar to its fullest purchasing capacity in reducing living costs.

Unnecessary service should be eliminated, so that the greatest possible measure of price advantage, consistent with an adequate margin of profit, may be extended to the customer.

Assistants should be fully advised of these points and encouraged to study from all points all the merchandise they handle for you.

Manufacturers and wholesale houses will be found in most cases to be ready to meet the retailer half way in co-operating with him to put into effect the points covered in the foregoing paragraphs.

Talk it over with the travelers.

CHILDREN'S BOOKS

WITH toys, games and children's books representing in volume at least fifteen per cent. of the annual turnover of the average book and stationery store in Canada, going to a much higher mark in many of these stores, it will be appreciated why these classes of merchandise are receiving special attention in BOOKSELLER & STATIONER. Last month the special "Made-in-Canada" toy trade section made a big hit with the trade, many words of commendation regarding it reaching the editor.

This month the special section is more general in its scope and books for children are much in evidence in the advertising pages. As with toys and games, so with children's books, there is a most satisfactory tendency at present toward selling greater quantities of these profitable lines throughout the year.

Many of the books for Children are of such high calibre that they may be depended upon to make so strong an impression upon the childish minds as to create an appetite for good books that will never be satiated, thus making life-long customers at the bookshops.

A business with potentialities like that is worth pushing to the utmost. Therefore we take occasion to commend the announcements of books for children in this and subsequent issues to the best possible attention of the retail book trade throughout Canada.

SHOULD ADVERTISE BUDGET

IT is interesting to observe the use that the Government has made of the press in getting information about the budget before the public and before merchants. It would have been good policy for the Government to have had paid advertisements prepared to be inserted in various papers. These would have been official and there would have been no doubt as to their meaning. In many cases merchants have been doubtful as to the meaning of the taxes according to information given in the daily press.

There is also the question of commandeering merchants and making them tax collectors. Merchants have to bear a good deal of the opprobrium in connection with the high cost of living. This added tax will mean that many people will blame the merchant for the high prices they have to pay. Specific statements in Government advertisements in the public press fully explaining essential points would indicate why prices are higher and that these increases go to the Government, not to the merchants.

BOOK PROMOTION

IN THE U.S. a fund of $100,000 is to be raised for the purpose of advertising BOOKS for the autumn and Christmas selling season. Canada will benefit to some extent but as the medium to be used according to the plans at present under consideration will be newspapers, it is felt by members of the book trade on this side of the international border that a special campaign of a similar nature should be developed in Canada. Although no definite steps have as yet been taken, the matter is under advisement and no doubt something will evolve.

It will be appreciated that this campaign will be apart from the advertisements of specific books, or rather will supplement such advertisements being designed to promote greater devotion by the public to the reading and owning of good books.

News About and *for* Travelers

TAKE A WIDE OUTLOOK.

TRAVELLERS occupy a strategical position in the whole selling scheme and it is up to them to anticipate and pass on to the retailer what line of action should be taken in preparation for business next season or next year so as to be prepared for probable eventualities, but the traveller should also keep in mind that new book and stationery stores are continually being started, either entirely new establishments or established stores under new management, having definitely worked out plans for infusing new life into the business, adding to the volume of its trade and generally putting the "pep" sign before its door.

Across the border a trade paper writer looking toward the coming of new bookstores, wrote as follows:

"In such a situation the importance of the publisher's traveler, as a constructive worker in the field, cannot be overestimated. The trade is fortunate that it is so largely represented by men who will be able to handle these new enterprises, and in a broad way. The book publisher, above all things, needs new outlets, and we cannot afford to have these outlets jeopardized by having them oversold at the start.

People will enter the book business undoubtedly knowing more about books than about book-trade methods and buying methods, and these people deserve most considerate handling by those with whom they come in contact. Many will undoubtedly do better to purchase through the jobber instead of opening small accounts, and some will do better to open a few accounts in such directions as they are about to specialize in. Many need to know the way things are selling in their neighbourhood and the quantities that usually make for sound merchandising. Inquiries at the home office are usually referred back to the man in the field, and every lead should be handled carefully and with thought as to the ultimate growth of this new outlet.

The publishing world is going to put important responsibility on the traveller at this time, and expects him to amply live up to the opportunity."

TRAVELLERS, READ THIS

Two points for travellers calling upon book and stationery merchants are presented here as adapted from an article by Will T. Hedges in "Printers Ink," himself the manager of a sales force:

A few weeks ago I had occasion to speak before a group of salesmen at a sales convention of one of our New England jobbers. Sales methods were being discussed, and the following question was placed in the question box, evidently put there by one of the jobber's salesmen: What do you consider to be the most attractive feature of our goods to the dealer?

CO-OPERATION

Let it be the aim of every traveler to become a better representative of his house, and to extend his usefulness to the retailer beyond the restricted scope of merely selling him goods. If he can show the way to the dealer to sell more goods the logical sequence is that he will get more orders from the retailer.

A number of features had already been discussed, such as appearance, the manufacturer's guarantee; and some criticism had been made of the price. My reply to the question was: Our sales policy of selling the dealer an amount of merchandise which will permit him to turn his stock over from six to ten times a year; thus making is possible for him to realize more profit from our line than he could from an article which yields more profit from the individual sale but which does not sell so frequently.

The Second Point

Too much dealer advertising is to-day merely an effort to sell the dealer, which in my estimation is a shortsighted policy. A better way to enlist his interest in a product is to show him how to handle it successfully.

Because I believe in this so firmly, our salesmen now spend at least half of their time during the year becoming better acquainted with their dealers and cultivating new ones. This may seem to many sales managers like a great waste of selling effort—that if 75 per cent. of the time could be devoted to selling and 25 per cent. to visiting, it would be a more efficient arrangement. The experience of many years in our field and a growing appreciation of more intensive dealer co-operation have convinced me that the proportions of fifty-fifty are more nearly right.

THE CONSCIENTIOUS SCOT

"An enterprising drummer," says a New York business man, "once attempted to bribe an old Scotch merchant by offering him a box of cigars."

"'Na, na,' said the old chap, shaking his head gravely, "I cannt' tak' 'em."

"Nonsense," said the drummer. "If you have any conscientious scruples you may pay me a quarter for the box."

"Weel, weel," said the old Scot, "Ill tak' two boxes."

In addition to previous selling arrangements made by Potter Hardware-Toys, of Montreal, they have appointed Lewis Bros., Ltd., as agents for Montreal.

PRICE PHILOSOPHY

IN dealing with what was almost an ultimatum presented by a Western bookseller, demanding 40 per cent. off list prices, a book traveler dealt with the situation in this manner:

A book listing at $1.75 was under consideration. The traveler's quotation was $1.17, i.e., one-third off. The traveler pointed out that his company, in order to be able to give 40 per cent. off a list price, would have to make the book $2 list and 40 per cent. off that would be $1.20 or an increase of 3 cents per copy to the bookseller. The point made by the traveler was that the bookseller's selling price should be based on what a book actually cost him. The fact that all printed prices were being left off the jackets of books made this quite feasible.

This traveler further pointed out that the wholesale distributing firms were in exactly the same boat as retailers in that they were obliged to get an advance over their costs in accordance with their actual costs of doing business. This, he contended, was living up to the principle so aptly expressed by the homely adage about making each tub sit on its own bottom.

HELPS TRAVELERS

"Travelers can get complete information regarding railroads and electric lines from these guides, as well as information regarding every village and hamlet not shown on the usual postal map."

The foregoing is a quotation from a list describing one of the automobile road guides as obtainable at bookstores. It is reproduced here simply because of its suggestive value for commercial travelers in their work.

IS THIS TRAVELER RIGHT?

One observant traveler says: "Retailers are guided largely in the selection of merchandise by the preference of the leading families among their patrons. That is, on the farm as well as in the city, the preferences of a comparatively small number of leaders determine what will be carried by the merchants."

THE FORTIETH DOOR

To Egypt, the land of strange, witching beauty and romance, of veiled women and curious customs, this story carries us. Into the sacred seclusion of Turkish harems, through mysterious blind alleys and dark, damp caverns, Jack Ryder fights his way to win his love in Mary H. Bradley's gripping new novel, "The Fortieth Door."

A new fashion periodical from England is "The Children's Costume Royal," a quarterly.

The periodical, "Blighty," has been discontinued.

NEWS OF THE TRADE

NUNAN WITH FOUR SEAS

The Four Seas Company (Boston), have announced that F. T. J. Nunan has taken a position with this concern as sales manager. Mr. Nunan will have charge of the Four Seas Company's New York Office, located at 354 Fourth Avenue, and will visit the principal cities.

NEW STORE FOR BRANDON

T. S. Haddon has recently opened a new book and stationery store in Brandon, Man., under the name of Haddon's Bookshop, with an entirely new and modern stock of books, stationery, sheet music, and tops. Mr. Haddon is well-known to the trade, having for ten years past been manager and buyer for Christie's Bookstore in Brandon.

NOW A DIRECTOR

Canadian friends of Mr. A. D. Marks will be interested to know that dating from the first of April this year, he joined the Board of Directors of his firm T. Fisher Unwin Co., Ltd., 1 Adelphi Terrace, London, W. C., as a director and trade manager.

Mr. Marks entered the firm in 1892 and has now been connected with it for 28 years. His work will continue to be associated with the trade section of the firm.

CANADIAN EXCHANGE

An announcement was recently made by The H. W. Wilson Company New York, publishers, to their Canadian customers that they had arranged for an account for all remittances with a bank in Montreal. This would mean that drafts and checks would be accepted at face value and not withdrawn from deposit there until times became normal. This effort to facilitate business with Canada brought very prompt and enthusiastic approval from Canadian customers. One bursar connected with the University of Alberta wrote that, in the month of January, alone, exchange had cost him in the neighborhood of $7,000. The "Publishers Weekly" of New York is of the opinion that "Some such effort on the part of other American publishers would be a fine gesture of trade courtesy, in so far as it could be accomplished without tying up large and needed funds."

ENVELOPE TRADE

A member of the Canadian Manufacturers' Association has written to the official organ of that body in connection with the made-in-Canada campaign. He encloses six envelopes received by him from six different Canadian manufacturers. Every one of these envelopes was made in the United States. As a result he communicates with Industrial Canada as follows:

> "The thought that arises in my mind is—Do Canadian manufacturers practice what they preach? Of course the heads of some of the firms in question might say that these matters are too small for them to bother about, but I do not think it should be. If Canadian firms would watch these small matters it would mean the employment of several thousand more of our people making just such things as envelopes.'

MAGAZINES SAVE PAPER

"Saturday Evening Post," owing to paper shortage has cut off its Canadian circulation. In Toronto some enterprising dealers are buying supplies each week in Buffalo and the Toronto newsstand price of the "Post" is now 15c.

"In order to allow more car space for food shipments to New York City, Collier's will postpone publication until paper shipments will not interfere with the food supply."

The Butterick Publishing Company announce the combining of the July and August numbers of "Delineator" and "Designer." "Pictorial Review," "Metropolitan," "Woman's World" and a few others have also announced combined issues.

"Current Opinion" and "No Democracy Magazine" have been merged under the name of the former. The publishers are Henry Wise & Co., of New York. Edward J. Wheeler and Dr. Frank Crane are joint editors.

GIBBS LIKES WINNIPEG

Frank L. Gibbs, who represents the company in the central territory, heard Mr. Davison complain that he was unable to take care of the liquid refreshments offered him by his Manitoba and Saskatchewan customers, and therefore asked assistance. It did not take Frank very long to make up his mind to investigate the oasis, and henceforth he will call regularly in Winnipeg and other Canadian cities situated in the two provinces mentioned above. The editor is wondering if some manufacturer in this locality could probably use his services, salary no object.—Wilson-Jones House Chat.

TRADE NEWS

At Brampton, Ontario, F. W. Needham succeeds to the book and stationery business that has for years been conducted there by Thomas Thauburn.

The Saskatoon Phoenix announces that it will refuse advertising for the Hearst publications, and the Regina Leader has taken a similar stand.

* * *

New periodicals coming from England include "Daily Mail Fashions," Engineer's Handbook," sixteen fortnightly issues; "Femina," monthly magazine; "Practical Woodworker," thirty-two fortnightly issues. "Notes and Queries" is now a weekly.

* * *

Estevan, Sask.—The Estevan News Store advertises that in future it will not sell the Hearst publications. The proprietor, L. J. Taylor, published this statement:

"As a British subject I cannot continue to support a firm who is conducting an anti-British and anti-Canadian campaign throughout the United States. If the individual dealers will act there will be no need of approaching the Dominion Government to suppress these publications.

* * *

The J. M. Greene Music Co., of Peterborough, Ont., have purchased the business of A. F. Garrett, Barrie, Ont., known as the Barrie Music Store, and will operate it as one of their chain of music stores. They have stores in Lindsay, Belleville and Kingston as well. The stock carried by the Barrie Music Store to-day includes everything from a mouthorgan to player-pianos costing what would have been considered fabulous sums a number of years ago, and this firm has also placed several pipe organs in churches. Mr. Garrett's business extends from Bradford to Penetanguishene.

* * *

It is announced that G. E. Morgan, who since 1908 has been chairman of the house of Morgan Scott, Ltd., of London, England, has relinguished that position, and both he and his son, S. Cope Morgan, remain members of the Board of Directors. Robert Caldwell has been appointed chairman, and in conjunction with G. Wilson Heath will act as Managing Director. Dr. F. B. Meyer and Pastor D. J. Findlay retain their positions as Directors as heretofore.

The general management of the firm's business will in the future be conducted by James Roy, with whom is associated F. E. Monk as Deputy Manager. These gentlemen have for many years held responsible positions with the Company, and will carry out its best traditions. B. R. Chase, a son of one of the original partners of the firm, has been appointed to the post formerly held by Mr. Roy. This firm is represented in Canada by Hector Prenter of Toronto.

Business Methods for the Trade

Valuable Suggestions and Descriptions of Tried and Proved Ideas

LET CUSTOMER DECIDE FIXTURE LOCATION

In a certain drug store in a Quebec city, the proprietor of the store lets the customer, so to speak, decide the location of his fixtures. Sounds a bit funny, doesn't it?

"I noticed," said the proprietor, "that when the average customer walked into the store, a certain pathway would be followed toward the counter, or the silent salesman used for serving. This made me decide to put certain cases there right where the goods I wanted them to see would be displayed. And so I changed the location of another case, and made changes once in a while, of the goods we wanted the people to buy."

A good plan this. Where do your customers naturally go after they have entered the front door? 'Tis an easy matter to find out, and by observing for a day, or a week, where the majority of them make for, it will be possible for the bookseller and stationer to soon decide where to place a given class of goods that it is desired to sell. The fountain pen case, for instance. Would it sell more pens if placed where the customer is likely to stop, even momentarily?

The suggestion seems to be a good one. Ever try it? Should be worth a good trial, shouldn't it?

PUTS A STICKER ON EACH PARCEL

OUR APPRECIATION
of Your Purchase Sticks to
Every Package
JONES & COMPANY

The above is a gummed label, 1¼ by 2¾ inches in size, which is used to good effect by a stationer in Ontario. Every parcel that leaves the store has one of these labels attached.

USING A PILLAR TO ADVANTAGE

A post in the middle of a store is often the despair of a merchant trying to arrange his fixture. To use a pillar of this sort to the best advantage was a puzzler to the McTaggart store, Vancouver. Mr. McTaggart incorporated this post in a cashier's cage, which had to be built some place anyway. The effect is far from disfiguring.

YOUR WINDOWS

Keep your window clean and change the goods displayed frequently.

If you are showing an article that possibly cannot be shown in detail, at least print a few cards telling how well it is made or how simple is its construction.

If you use a background or floor covering, avoid the use of clashing colors. Stick to one if possible and never use crepe paper or cloth with a large design, which only serves to confuse the observer and detract his attention from the display itself.

Bear in mind in displaying accessories that the majority of people, even though not mechanically inclined, have a keen desire to see how things are made or how they work.

Always choose a pleasing and harmonizing color for trim which will accentuate the value of the object displayed.

If the article shown is of a mechanical nature, try and show the construction. There are few of us who have yet outgrown the age when we like to take a watch apart to see how it works.

BOOK COVERS FREE FOR SCHOOL CHILDREN

An idea out of the ordinary used by a store in London, Ont., was that of giving paper book covers free among the school children. These were made of strong manila paper, so cut as to serve the purpose effectively, and gummed so that they might be secured in place. On the back was an advertisement, something like this:—

FREE

We give these book covers to anyone having a book he wishes to cover. Tell the folks at home they can get them also by simply calling at our store.

A MAILING LIST FOR SENDING CIRCULARS

Every merchant sometime or another has use for a mailing list to be used in sending out circulars or other store news. To go over the directory for names every time a list is needed is laborious work. A stationer in Ontario has a simple method of obtaining a list. He keeps handy an indexed book and when orders are received, the name and address is noted in the book under the proper letter. Most customers, of course, are cash buyers, but this merchant and his assistants find means of obtaining names and addresses to build up the mailing list.

WILL HELP BOOK TRADE

The Ontario Legislature has passed a bill which provides that the public library of a community shall be supported at the rate of 50 cents per head of the population. In other words, in a city of 100,000 people, the city council will levy $50,000, as a rate necessary to support adequately the institution known as the public library.

A big feature of the new bill is the assistance and freedom given for rural libraries. Any school section may, under certain conditions, have a free library of its own. Another feature is that grants are paid by regulation rather than by statute, which affords a greater elasticity in the giving of grants.

This government support of libraries and consequent widening of the influence of books and reading cannot fail to benefit the retail book trade.

To Help Pencil Trade

STATIONERS will find that extra business in pencils is to be done by emphasizing the fact that special grades are carried in stock, suitable for the work of artists. There may not be enough "graduated" artists in your community to make this specialized trade much of a money-maker, but remember the embryo artists and especially the would-be artists—their name is legion. Keep in mind too that commercial artists such as those engaged in advertising work and architects require special grade pencils. Play up in your advertising matter and in your displays, the fact that all special grades are included in your stock. Here is some appropriate information you can use to advantage:

The artist's pencil must be right. The leads must be smooth, even, responsive, rich in tone, and abolutely free from grit. And it is of great importance that they run true to grade.

The B's are the leads which the artist chiefly uses. 6B (the softest) is a wonderful pencil for sketch work, many artists using it instead of charcoal, because it is smoother and more even and gives as free a line without dusting.

The best known artists use the various leads somewhat as follows, although the greatest latitude in choice must be recognized where the personal element is so large a factor:

Trees, foliage, etc... ....6B, 4B, 3B
Interiors.. .. ..2B, B
Rough rapid sketching.... ..HB, B
Elevation and perspective.....F
Detailing.... .. ..H, 2H, 3H

JUNE WEDDING WINDOW

Here is a suggestion for every stationery store. It describes a June wedding window of a stationery shop in one of the big cities:

A large placard, "Are You Going to Get Married?" attracts the attention of the prospective bride or groom. A handbag covered with white tissue and labeled "Honeymoon Express" occupies the center of the window and around it are grouped numerous items suggestive of weddings and honeymoons, although they rather anticipate matters with a pair of baby slippers. Pink roses are scattered around profusely. Arranged in this setting and background are various styles of wedding invitations and announcements, "At Home" cards, calling cards and other appropriate items.

Millions of Pens—

In spite of the increase in the use of fountain pens, there is still an immense consumption of the old-fashioned steel pens. Every day of the year, according to estimate, about four tons of the best steel are used in the pen factories, and each ton makes 1,500,000 of pens.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Vancouver, B. C., May 8. — The Clarke and Stuart Co., use a four column newspaper space, twelve inches deep, for an announcement of their removal to 550 Seymour Street. This concern conducts a retail and wholesale business, manufacture loose-leaf systems, specialize in mimeographs and supplies, engravers' and surveyors' supplies. These two paragraphs were included in the announcement:

We sell everything needed in a modern office. Special loose-leaf systems, binder sheets, index systems, files, transfer cases, etc.

Our big printing plant is equipped to handle all kinds of printing from the very largest kind of a job to an order for business cards.

Stratford, Ont.—Lightfoot's Bookstore is alive to the reviewed demand for pennants, cushions, etc. Here is the wording of one of this stores recent ads:

GET OUT YOUR OLD CANOE

and fix her up with a few pennants and a cushion or two. We have some really choice designs. Come in and look them over. If you are a K. of C. you should have one of our pennants specially designed for you. Just as good for your motor car.

Welland, Ont.—Perry's Bookstore, in a wallpaper advertisement, includes this appeal:

ASK TO SEE OUR
SPECIAL SAMPLE BOOK

of 22 inch stock. These are extra nice papers in Tapestries, etc., for Living-rooms, Dining-rooms and Halls. This Book also contains many pretty Bedroom designs.

Sydney, N.S.—Murphy's Book and Stationery Store was alive to the business that offered for the opening of the fishing season and a window display that attracted favorable attention, showed almost everything that the angler could reasonably desire. There were rods of all descriptions, leaders, lines and hooks. Flies and fly books, landing nets, reels and even magazines for the sportsmen. One of the features of the window was a neat little eight foot "automobile" rod, which takes down into five short sections, just the size to slip in a car. On top of the whole display, a kodak suggested a "snap" of the "big fellow" fresh from the water.

Kincardine, Ont.—H. R. Riggin, who succeeded W. J. Henry at the Brown Stone Front Bookstore, advertised an outside painting service in connection with the wallpaper and paperhanging department.

Kingston, Ont.—The College Bookstore devoted a space three columns wide by six inches deep in the "Daily Whig" entirely to medical books. In cities having universities there is, of course, a larger call for such books there, but every town having a hospital there is always a field for the use of undergraduate nurses.

Bracebridge, Ont.—J. H. Elliott, stationer and jeweller, has a wallpaper department in his store and in recent advertisements featured such novelties as "aligator leathers," grass cloth, etc.

Melfort, Man.—Harry Hunter has purchased the stationery and fancy goods business of Quincey Bros., and took possession May 1st.

Elora, Ont.—"200 patterns to pick from," is a line appearing in a recent newspaper advertisement of wallpaper, by F. J. Capell. Tapestries, chintz and all-over designs were featured in the advertisement.

Ingersoll, Ont.—In readiness for the May opening of the fishing season, Murray's Bookstore advertised the opening of a large new stock of fishing tackle, including steel and bamboo joined rods.

This store is known as "The Gift Shop." The stock includes what is advertised as the finest assortment of fancy china in Ingersoll.

EGGS AS GOOD AS CASH

Eggs taken in exchange is a footnote in a recent wallpaper advertisement of P. B. Moore, Paisley, Ont. This advertisement set forth the advantages of ready-trimmed wallpapers.

MacLeod's Bookstore, Sydney, C. B., is a hard place for the baseball enthusiast to pass this week, with its right hand window loaded with everything for the corner league. Bats, masks, gloves, and all the equipment of the diamond are attractively set out. On the other side is a line of handsome bronze statutettes in sufficient variety to satisfy any taste. One book appears in this window—the latest volume from the pen of L. M. Montgomery.

Says the Clock: Listen to what the clock has to say: "I have harder work to do than any mortal has, but I do it more easily, because I do it one second at a time. I have thousands of ticks every day, but I have a second to make each one of them. I don't do them all at once. I never worry about what I did yesterday, nor about what I will have to do to-morrow. My business is all today, here and now. I know that if I do that well I need not fret about the past, nor trouble about the future. If you would be as peaceful and happy as I am, do not try to live all your life and assume the burden of all your work in the future. Live now. Do the work in hand. There is always time enough if you take time. There is a hard road and an easy road to do the work you have to do. If you would find the easy road, look at me. I never worry; I never hurry; but what I have to do I get done."

SPEND TWO CENTS TO MAKE TEN

If I were to ask, "Is there a merchant but that would be willing to spend two cents to make ten cents?" he'd say, "No! Any merchant would do that."

Well, I'll tell you how to do it—advertise! Spend two per cent. of your sales, and every additional dollar added to your business there should be, and, if you are a good merchant, there will be ten cents net in it for you.

I can take any retail business having the confidence of the public that has not heretofore advertised,, and with three per cent. of its sales the first year, consistently spent in printers' ink, so increase its volume that at the end ofthe second year, using only two per cent. of sales, will double the business.

I know it can be done; have seen it done time and again, and what can be done by one can be done by another.

Let the foundation of your advertising copy be complete knowledge of your goods. Fill yourself full of the fact about their merits. Write the story in the powerful words of truth. Tell the tale with honest enthusiasm. Endeavor to sell the goods to people who will most appreciate their possession. Thus sales will vastly increase, you will have a prosperous business, and satisfied customers, and you will take a new joy and pride in the result.—L. P. Londers in Associated Advertising.

Steel Express Wagons in Toyland

Army Service—Sheet steel sides, kiln dried, well finished, bottoms of extra thickness, reinforced rear gears, all four wheels same diameter, two-piece steel handle. Body nicely finished in battleship grey, enamel trimmed with black. Strong iron tires.

Prices ..... **$3.75, $4.25 and $4.75**
Extra heavy rubber tires—Prices ..... **$5.50, $7.00 and $7.50**

—Toyland, Floor 4.

The above is part of a recent full-page advertisement of the R. H. Williams & Sons Co.'s Department Store in the Regina "News."

CHAIN STORE COMPETITION

If you are the kind of a fellow who would rather complain than compete, the chain store is going to get you-

The first though of the average merchant is very dark and dismal when one of these opens up in his neighborhood. And there is reason for this, because he knows that the chain system has put hundreds of independent retailers out of business.

But if he is at all wide awake he will immediately begin to copy all of the good points in the chain store and put them to practice. If there is a trade or buying association within reach he will do well to join it. But even it this is impossible, there are many other things he can do to meet this competition.

Let him visit the new chain store and look it over. First of all he will see that the store front is attractive and the windows are pleasing to look at. When he steps inside he will immediately note the bright, clean appearance and the orderly arrangement of stock.

Here are two advantages that he must meet immediately, for people are naturally drawn to bright, clean places.

If he "spruces up" his store front, his windows and the inside of his store he has knocked half of his competition galley west right there.

Then coming back to price again, we find that this one form of competition is not so serious after all. The chain store may "undersell" you, but it can never "overserve" you. The small profits of the chain store necessitate the utmost economy of operation. This economy must extend even to help, and loyalty and low wages are poor teammates.

There is and always will be, in the chain store, a lack of personality and personal service which play such an important part in serving the public.

Think these facts over and you will see that the chain store is really an advantage. It will wake up trade and stimulate the buying public to purchase new things.

It will teach you how to be a better merchant, and with your personality reflected throughout your store and all your sales people—you will find that the chain store competition is not so serious after all.

RETAILERS VISIT BIG PLANT

Over fifty employees of the Horder stationetry stores of Chicago visited the plant of the Wilson-Jones Loose Leaf Company on the evening of April 27th. The plant has been in operation with full staff, three nights each week, due to the necessity for speeding up in anticipation of the removal to the firm's new $700,000 factory now nearing completion.

The visitors were escorted through the works in groups, every manufacturing department was visited and operations explained in detail.

The benefit to the salesmen and saleswomen of this direct contact with the processes of manufacture of the constituent parts of loose-leaf systems is obvious.

D. Van Nostrand & Co., publishers, have removed from Park Place and Murray Street, to their own building at 8 Warren Street, New York City.

Predicts Continuation of High Prices

IN their weekly business letter, Hayden, Stone & Co., investment brokers, New York, have the following to say regarding general conditions:—

Whether due to a change in the psychological atmosphere, owing to reports of cancellations and to reductions in price by large merchandise retailers, or to badly crippled transportation facilities or to both, it has now become quite evident that there is a distinct recession in many lines of business. While such an interruption to progress of business as has been occasioned by the outlaw railroad strike is most regrettable, it has also furnished a greatly needed object lesson, which could, perhaps, be supplied in no other way—that no body of men employed in such a vital industry can quit work without seriously affecting great numbers of other wage-earners. The men who, without cause, went on strike, are to-day very justly most unpopular with men who have thereby been wholly or partly thrown out of jobs. The loss of wages, and, therefore, of purchasing power which this has caused, are beyond computation. The fact is that the transportation system of this country is at the best so inadequate, and has been still further so crippled by the action of these men, that even were all other conditions favorable, this alone would make it impossible to continue business operations at anything like the volume necessary to show the best results. Nor is this a condition that, even if the roads generally could command the necessary capital, could be remedied in a week or a month. It would take years to supply the equipment necessary to put the railroads on a basis where they could adequately serve the business of the country.

The point has been well made that there has never been an instance of any serious financial depression when there has been such a general scarcity of goods, but the difficulty in securing goods, owing largely to transportation conditions, is apt to blind one to the fact that productive capacity is probably well up, and, perhaps, in some lines exceeds consumption. The productive capacity of steel in this country to-day must be fully 50,000,000 tons. This is much greater than has been actually consumed in any one year. It seems doubtful if this great capacity could at the moment be profitably employed—certainly not at prices now ruling. The same is true of articles entering into clothing and manufacturers generally. Unfortunately, it is not true of food products. The movement of labor away from the farms has become alarming. This will in time be corrected by the lessening of pressure for labor in manufacturing industries, but this will take time, and, meantime, food products are bound to remain high.

The one outstanding and controlling factor to-day—not only in this country but throughout the world—is the shortage of capital. This is due to three causes: the destruction of capital in the war; the tremendous expansion of industry as evidenced by the great outpouring of securities in the last few years, and, finally, by the absorption in taxes of profits that would otherwise be available for enlarging business facilities. The fact is being brought home that there is a vast difference between currency and capital; that inflating currency does not increase the supply of loanable capital. It seems to us that this shortage of capital which, after all, is but a synonym for accumulated wages or savings, is bound to result in continued high rates, which of itself is a restrictive and deflating influence. This process of deflation through which we are now passing is disagreeable, but vastly to be preferred to the experience which Japan, for instance, has recently undergone. It will in time bring about its own cure, and, meanwhile, will present opportunities to those in position to take advantage of them.

Facts About the Budget

IN addition to the general effect of the new budget which retail booksellers and stationers share with other citizens, they are directly affected by several clauses specifically applying to them.

Some information regarding these follows:

Playing Cards

A specific tax on playing cards is provided for. On all cards selling at wholesale rates not over $25 per gross packs the tax will be 25 cents a pack, and in excess of $25, 50 cents a pack.

Retailers will be allowed to dispose of their present stock of cards bearing the 8c tax stamp without the new tax, up to August 1. After that date there will be no other alternative but to charge the new tax of 25c a pack on all playing cards up to $25 a gross, and 50c a pack on cards over that price.

Musical Instruments

According to President Stanton, of the R. S. Williams Co., the tax on musical instruments is bound to prove something approaching a national calamity.

"Music in the home is a national need for Canada and a pressing necessity," he declared. "To deny children a musical education would be a calamity now and an everlasting regret in the future. To take music out of the homes, schools and churches is nothing short of preposterous."

A tax of 20 per cent. will be imposed upon mechanical player-pianos, graphophones and mechanical musical instruments and records used therewith. Articles of gold adapted for household or office use will be taxed similarly to 50 per cent. of the selling prices.

Foreign Books

By the terms of the budget brought down last month by the Dominion Minister of Finance, two slight changes affecting books are made in the tariff. At present a discrimination exists in favor of the importation of foreign language publications, which are required to pay no duty, while English and French language publications are compelled to pay a tax. The foreign publications are now placed in the same category as those printed in English or French. Books used by the blind are to be imported free.

How to Proceed

R. W. Breadner, Commissioner of Taxation for Canada, when asked how merchants would proceed in connection with the collection of the new taxes, said that each merchant selling goods that come under the new taxes would show the price of the goods on his invoice and also the amount of the tax, whether it was ten or twenty or fifty per cent. Two copies of the invoice would be made out, the merchant keeping one. He would keep his copy in hand, and ultimately hand it over to the Inland Revenue Department. The department would then collect the money as represented by the invoices.

Thus the man who buys a $200 phonograph will receive a bill reading: "To phonograph, $200. To luxury tax, 20 per cent, $40. Total, $240.

An Anomaly

That typewriter ribbons were subject to the new tax on ribbons is one of the anomalies resulting from the budget proposals. R. W. Breadner, Commissioner of Taxation, has promised to consider exceptions by which he would remove such articles as this from the anomalous position of luxuries, which they might be technically interpreted to be.

Special books for use by merchants in connection with the sales taxes have been put into use by some firms. This is a new sales outlet for stationers.

ABOUT BALING WASTE PAPER

Efficient managers of business houses no longer think of wasting the large accumulation of paper, pasteboard, rags and other waste which can be sold at high prices. Firms who have been wasting paper can be almost sure that the janitor or the owner of the building has been selling it for his own profit.

Baling presses quickly pay for themselves. The first cost is so small that it can be compared to adding a section of filing cabinets or a water cooler or a clothes rack or the numerous other devices which increase business efficiency.

Here are a few lines of businesses in which thousands of presses are being used: Department stores, druggists, dry goods, hotels, shoe dealers, grocers, factories, laundries, tailors, clothiers, printers, bakeries, jewelers, newsdealers, office buildings, schools.

Here is a paragraph that the retailer might include in an advertisement of paper balers:

"You must do your part toward preventing any further loss and help in every way you can to prevent the rising cost of paper because of the decreasing supply of wood pulp from which high-grade paper is manufactured."

Why shouldn't retail stationers sell paper balers. They are closely associated with the paper trade just as filing cabinets are with the office specialties or book cases with the book trade.

The pity is that there are still many stationers who are so far from appreciating the money saved by using paper balers that they haven't one in use in their own store.

A baler will soon pay for itself in any book or stationery store. That has been amply proved by the many who are using them and making them contribute to their annual profits.

IMPORTANT INK TESTS

THE Bureau of Standards of the U. S. Government have been investigating ink manufacture with tests and experiments to determine the best ingredients to produce the most satisfactory results. It had been learned that Prussian blue was being used to an increasing extent for ink making, but a disadvantage was that it did not turn black and could readily be removed by a simple chemical treatment. The investigations led to the conclusion that writing ink should contain iron gallotannate. Given this ingredient the writing, even though at first very pale, soon oxidizes to an intense black, whereas the use of a suitable dye will obviate any disadvantages.

Ink Tablet and Powders

Stationers and office outfitters may be interested in the fact that a Government scientist lately sought to get all the facts worth ferreting with respect to ink tablets and powders. These preparations for making writing ink by dissolving them in water had been on the market for years without attracting any especial attention from the Federal experts. But when thousands of ink tablets and powders were sent abroad for the use of the U. S. Army it was deemed time to scrutinize these specialties more closely. The inquiry disclosed that many of the powders and tablets were made of aniline or synthetic dyes. A writer in a U. S. periodical points out that as a result of the Government's activities, there have been evolved ink tablets embodying gallotannate of iron. Some of the new brands have been found to be quite satisfactory as they stand, but others showed more sediment than was desirable. Seeking a means to remedy this latter defect, the Federal experts have discovered that solid organic acids such as oxalic, or acid salts such a sodium bisulphate may be used with success to obtain result of the same character that, in liquid inks, are attained by the use of hydrochloric or other mineral acid. This valuable knowledge has lately been passed along to the manufacturers of ink.

Concentrated Inks

The Government has in this same connection been scientifically inquisitive regarding the concentrated inks that have latterly appeared on the market in competition with ink powders and tablets. The Federal verdict, after severe test, is that concentrated inks, if properly made and not too greatly diluted, are suitable for any purpose, including permanent records. The use during the war of great quantities of indelible inks for marking blankets, bales, etc., gave Government authorities excellent opportunity to test the various kinds and see if they could improve upon the average commercial product. By means of labratory tests, supplemented by washing in a commercial laundry, the conclusion was reached that the most permanent indelible ink may be made by dissolving dye of good quality in cresol.

Crepe Paper Possibilities

Ideas for Increasing Sales of Paper Specialties and for Displays.

There is not a special date on the calendar that does not bring to the stationer special opportunities for selling crepe paper and kindred items of paper specialties. In order to be able to take advantage of these openings for business dealers should post themselves regarding the varied uses to which crepe paper may be put. How many stationers lived up to the full trade advantage in this respect of St. Valentine's Day and of St. Patrick's Day? Following these up, what has been done to make Easter produce business in these paper specialties?

No matter what the occasion, tables and good things to eat are almost certain to be conspicuous, and what is more effective and what more economical for table decorations than crepe paper and table garniture than can be made of crepe paper? In this connection, reference may be made to the utility of decorated crepe paper for covering cups and for making centre figures for tables, besides other table decorations, including individual place favors, such as napkin rings, dolls, rabbits, chickens, etc.

Crepe paper is most useful also for making costumes for fancy dress parties. From a wire ring foundation it is easy to construct a hat but, of course, there are many ready-made party caps made of decorated crepe on the market.

Stationers showed themselves to be liberal users of decorated crepe in window displays and store booths. The latter will be suggestive to customers for the construction of fancy booths for bazaars and other special events.

Dennison's issue a special party book, full of practical suggestions, and from it are taken the following hints about the handling of crepe paper. These are primarily intended for the customers of the stationers, but dealers themselves will find it most advantageous as helps toward promoting additional sales to familiarize themselves with these hints:

To cut a fold of crepe into strips, slip the paper part way out of the packet, measure off the desired width, mark across the fold with the scissors and cut.

Crepe paper almost always is stretched a little before using. This should be done by two people, one at either end of the paper. First, double the end over once or twice, or, better still, roll it over a ruler or stick so that it will not tear and then pull steadily until it is sufficiently stretched.

Ruffled or fluted edges can be made evenly and easily without removing the paper entirely from the packet. Pull all edges together, back and forth between the thumbs and forefingers, thus producing a rippled effect.

Before starting to decorate, have all working materials handy—scissors, hammer, tacks, pins and wire.

Work for effect; do not putter over details. Get the general decoration finished. Then, if time permits, give fine touches.

Wire is better than string for attaching decorations and for holding things together.

To wind a wire, cut a narrow strip of crepe paper with the grain running across. Paste the end of the strip to the top end of wire; then, holding the strip and the wire in the left hand, twirl the wire between the thumb and forefinger of the right hand, at the same time guiding the strip as it wraps itself around the wire. Slant the strip down and stretch it as you wind.

To wind posts for booths, cut the paper about 4 inches wide. Paste the strip at the top of post, then roll up the end. Wind the post around to the right, slanting the strip down and stretching it smooth as you proceed.

Sew the ruffles for table decoration to the silence cloth or a sheet spread over the bare table.



ON THE TRAIL OF THE PROFITEER

—Reynolds in Tacoma "Register."

GRACE HARLOWE AGAIN

A first volume in the Grace Harlowe Overseas Edition issued by Altemus Co. is "Grace Harlowe Overseas," besides which there are, "Grace Harlowe with Red Cross in France," "Grace Harlowe with the Marines at Chateau Thierry," "Grace Harlowe with the U. S. Troops in the Argonne."

MRS. GLADSTONE

Mary Gladstone Drew has written a most interesting biography of Mrs. Gladstone. This book has just been issued by Putnam's.

Loved and revered though she was, the personality of Mrs. Gladstone was naturally less well known to the world at large than that of her famous husband, whose daily life she shared for sixty years.

In this intimate biography, written by her daughter, Mrs. Gladstone is revealed as one of the most accomplished and attractive figures of a great social and political era.

ITALY'S HISTORY

Mrs. George Macaulay Trevelyan possesses admirable qualifications for the task of writing a short, comprehensive history of the Italian people through all the centuries, for, in company with her talented husband, author of "Garibaldi and the Thousand," etc., she devoted many years to the study of this history. The public will therefore be interested in her work, "A Short History of the Italian People," published by Putnam's. The narrative begins with the century preceding the first invasion of the barbarians under Diocletian, and is continued to the recognition of the kingdom by

How to Multiply Greeting Card Sales

Real Advice of a Practical Nature for You to Act Upon to Help Every-Day Greeting Card Business

GREETING card business is getting better every year and 1920 bids fair to far eclipse even last year's great showing. One influence that may be depended to do a lot to promote greater interest on the part of the public in greeting cards is the advertising campaign of the Greeting Card Association in magazines of general circulation. It is unfortunate, however, in view of the fact that the Canadian greeting card industry is represented in the membership of that association, that no Canadian magazines of general circulation have been mentioned as being on the list of those in which the 1920 advertisements are to appear. This is all the more surprising in view of the great volume of business done in Canada by several of the greeting card publishers in the U. S., some of whom sell direct, others having selling arrangements in the hands of leading Canadian wholesale houses.

Canadian retailers are falling in line with the trade across the border in selling greeting cards THROUGHOUT THE YEAR. On this subject the following is from "The Greeting Card Bulletin."

"Some time ago ye editor asked a dealer, "What in the world do you do with so many cards?"

He replied, "I sell them."

"But," I said, "few dealers in towns the size of yours sell as many as you do."

"Well," the dealer replied, "for many years I handled nothing but Christmas cards. Salesmen used to come around and try to sell me cards for other seasons, but I felt that it would not pay to bother with them. However, one of my girls said she thought she could sell lots of every day cards if I would put them in, so I decided to give them a trial.

"As soon as we displayed them in our show window, we had pretty good sales on birthday cards, and before long I found that we were selling a lot of other cards, too. The young lady who had advised me to put them in, sold a wedding congratulation every time she sold an article which she thought was going as a wedding gift. Whenever she had a call for a deck of playing cards, she suggested tally or place cards, also. She did the same if ladies came in looking for articles for prizes. That started the ball rolling and I soon found it paid, not only to have a general line of cards in stock, but to call attention to them in every way possible.

"I decided to put up some placards in different parts of the store. One was:

> Remember your friends on their birthdays. You will like our birthday greeting cards.

Another one reads:

> The best way to have good friends is to be one. If you have not time to write letters, send greeting cards of friendship and goodwill.

"My business is growing all the time and I find that we make many sales of other kinds of merchandise to customers who come in intending to buy nothing but a card."

Which shows that where there's a will, results will inevitably follow.

This Helps Sales

People appreciate little conveniences and are quick to avail themselves of them. You naturally want to make your store what your customers think a stationery store should be. Making your store their kind of a store, is the surest means of getting them to make it their (favorite) store.

Here is what one man thinks he would do if he ran a stationery store, and to our way of thinking the idea would prompt a lot of people to drop in. He writes:

> "If I were a dealer in Greeting Cards, I would put a sign in the window inviting people inside to select and send greetings, offering to sell stamps and furnish a place to address envelopes, and to in any way assist in the dispatch of such greeting cards."

It would prompt people to "do it now" action and that is the most effective action in the world to inspire.

As to "Left-Overs"

Tail-end cards that you don't want to keep in stock and don't know what to do with, will go fast and go "big" as specials at a special price if packed in small boxes and sold at 50 cents and $1 a box.

You can make up an assortment of every day cards and left over cards and you'll find that people will grab them up at a special reduced price. You will get money, make friends and secure space for new stock—all at one stroke if you carry out this idea.

Good enough business reasons for doing it, aren't they?

Flag the Passing Dollar

Your show window gives you an opportunity to attract thousands of dollars of extra business a year. Do you take full advantage of the opportunity it gives you to proclaim your store as a live store?

It isn't enough to dress a window tastefully. Most store windows are arranged attractively and that quality alone is not going to make your store stand out.

What is necessary is to do things differently. People are eternally on the hunt for something new and something different. To be striking and attention-compelling, your window must be different.

See to it that it puts over an idea. For example, if you are dressing your window with Birthday Greeting Cards, glue Greeting Cards around a huge circular block of wood the shape of a birthday cake, and dress it up with candles. Then give it a background display of Birthday Greeting Cards.

Will people stop and look? Will they get the suggestion to send a Birthday Card to the friend whose anniversary is near at hand? And will they be prompted to step in? You bet they will.

You don't want to be known simply as a stationery store. You want to be known as a store of specialties. Make your window suggest something definite if you want to flag the passing dollar.

A customer who comes into your store to buy a Greeting Card may be a person who buys and sends off Greeting Cards only on rare occasions. If you simply take her order, she will be no more sold on the Greeting Card idea than she was before but, if you tell her how generally people use Greeting Cards these days and call her attention to the range of appropriate sentiments they are made up in for all occasions, you will stimulate her to using them more, and you will have done real creative selling.

Make two sales grow where only one grew before—by salesmanship.

PART U. S. PLAYED IN WAR

Getting away from the unreasoned arguments about who won the war it is refreshing to get something really worth while dealing with the history of the war with particular reference to the part played in it by the U. S., in which due recognition is given to the major part taken by Great Britain.

This work offers a concise and well-balanced story of the war. It is an interpretation as well as a narrative.

The broad outlines of the struggle are presented, but technical detail is avoided.

The author's "military comment" in the New York "Tribune" attracted wide attention and was marked by clarity and a firm grasp of the military situation.

The book is "A Short History of the Great War," by William L. McPherson. It is published by Putnam's.

PROPORTIONAL FORM

It is no longer heretical to say that beauty is inseparable from reason. Indeed, it scarcely remains even theoretical, having been shown in innumerable ways. It is an accepted truth in science that order is heaven's first law and this is demonstrably as true in the realm of beauty as it is in the stately progression of the equinoxes. Beauty discloses itself in form, color, tone, and rhythm and appeals to the several senses in turn.

In "Proportional Form," by Samuel Coleman and C. A. Coan, the authors have devoted themselves to showing that, in the final analysis, this appeal is always found to be based upon some good and sufficient reason, the bond between them being an indissoluble one of cause and effect. As a harmony exists between the laws of gravity, sound, and light, so springs up a harmony of motion, music, and color. Thus, always, Nature plays into the hand of Art

Playing Cards and Their Story

Something About Their Origin and the Gains Made in Their Popularity Since the Fifth Century

TRADITION fixes the date of the first game of chess about the fifth century, and also positively asserts that playing cards, particularly those of ancient Indian make, are but chessmen transferred by painting to the material, which in those days served in place of our modern paper or cardboard, the game itself being improved by permitting more than two players to share in it.

Circular cards made of ivory have been found on which the figures are painted, as if the artists, unable to carve the forms he desired to represent, managed to delineate them in colors on a flat surface. These cards are small discs which could easily be placed on the squares of a board and moved from one to the other like chessmen.

The first positive mention of playing cards is in a manuscript by Nicholas de Covellezo, which is preserved amongst the archives in Viterbo. These cards came from the country of the Saracens and were called "Naib." (Incidentally I may say that the Italians have for centuries called playing cards Naibi, and in Spain they have been known, since their first introduction there as Naipes).

The most reliable authorities agree that playing cards came to Europe from India and China, and, like chess, were known to the Arabians and Saracens from the beginning of the twelfth century. At first they found but little popular favor, as about that period the ecclesiastical and lay authorities both positively forbade all games of chance.

The marks which distinguish the tarots are usually swords, cups, sticks and money (marks or pips which are used to this day on the common or popular cards in Spain and Italy). The "coat" or "court" cards are king, queen, knight and knave (the queen being occasionally omitted). The pips or emblems of the four suits have a significance as representing the four classes into which communities were once divided: i.e., the churchman represented by the cup or chalice; the knight, by the sword; the merchant, by the coin, and the workman by the stick or bludgeon.

The earliest known specimens of these tarot cards can be seen to-day at the Bibliotheque Nationale, Paris, and are believed to have been part of a pack which was painted for Charles VII. in 1393; a narrow border of black and white checks surrounds the faces, formed by a piece of chequered paper pasted on the back and neatly over its edge.

About 1395 Etienne Vignoles, or La Hire, a celebrated knight, excellently versed in the arts of war as practised in his day, re-arranged and simplified the existing tarot pack. The atouts were discarded, changes were made in the court cards by substituting a queen for the vizier or general, new distinguishing devices in the form of hearts, spades, clubs and diamonds in symbolic coloring were adopted in place of the chalice, coin, sword and bludgeon. New games were invented for the new or revised cards, piquet being amongst them, and it was in this game, when played for the first time, that first appeared the direct ancestors of our present day playing cards.

These cards, absolutely the first specimens of the French suit cards to which modern playing cards owe their origin, are happily still in existence, and the pips—clubs, hearts, spades and diamonds are exactly as to-day. The kings, queens and knaves bear attributes as well as symbols. The kings hold spears, the queen flowers, and their costumes are those of the reign of Charles VII., whilst the laws of heraldry, which played so important a part in court circles in the middle ages, have been in no way disobeyed.

The date of the first introduction of cards into England is a matter of dispute, but it is probable that they were in use soon after the second crusade, although the year 1465 is the earliest date when any positive mention of cards in England is made, and this is in respect to a law which was passed forbidding their use except at certain specified times and seasons. Only cards of French origin have been used in England, which have held undisputed sway since their introduction, and their distinctive colors of red and black have remained until the present day practically unchanged.

The dress worn by the kings in the English court cards is a conventionalized copy of that of Henry VIII., as reference to existing pictures of that monarch will clearly show, and the portraits of the kings bears a close resemblance to the distinctive features of the bluff, much-married monarch.

England was one of the few nations gallant enough to retain the lady in the national pack, when it ventured out of France, and, moreover, paid a great compliment of bestowing on her the features and costume of a queen of its own—the most beautiful woman of her day—Elizabeth of York, consort of Henry VII. and mother of Henry VIII.

Little or no change in the process of the manufacture of playing cards, either in printing, cardboard, or finish took place from the incorporation of the Playing Card Maker's Company until the early part of the nineteenth century, the printing during that long period consisting of outlines of the court cards impressed from wood blocks and colored by hand, through the medium of stencils, the cardboard being a rather soft material and thick, possessing very little firmness and less slippiness. But a radical change was destined to be effected in their production, with far-reaching results in the quantity to be manufactured by a firm rapidly coming into favorable notice; a change so happy and so great that, before the first half of the nineteenth century had passed, the firm of Chas. Goodall & Sons' story and that of playing cards had become synonymous terms, and to attempt to tell the lats century's story of one, without telling the story of the other, would be as futile a task as to try and play Hamlet without having in the caste the character of the Prince of Denmark.

Messrs. Goodall, whose progress from a small beginning to a vast factory employing in normal times over 1,100 hands, I have just briefly sketched, has, in its almost hundred years of endeavor and success, assimilated, indeed made its very own, as I have just said, the story of the playing card in the British Empire, during that eventful century. The company seems never to grow old, possessing the secret of eternal business rejuvenation by always having efficiently ready a new generation of Goodall's when the pyschological moment arrives, to step into the shoes of the one preceding, and the century of its birth, saw the entrance into the company of a member of the fifth generation of the Goodall family engaged in the manufacture of playing cards. Esto perpetua.

LEADERSHIP

From Putnam's comes "Leadership," by Arthur Harrison Miller. It is a study and discussion of the qualities most to be desired in an officer, and of the general phases of leadership which have a direct bearing on the attaining of high morale and the successful management of men.

"RED BAND"

In "A Prisoner of Pentonville," "Red Band" tells of the despair, humiliation, and consolations of a man in prison, keenly conscious of his degradation, is reproduced in metrical and rhymed composition, powerfully, candidly, and simply—a free and genuine outpouring of the author's sorrow and remorse.

There is a foreword by Rev. Joseph Fort Newton, D. D., of the Church of the Divine Paternity, New York. This is a Putnam issue.

A FINE TRIBUTE

"Leader of Men" is a small book by Robert Gordon Anderson, published by Putnam's, being in size similar to "Not Taps but Reveille," and 'The Little Chap,' by the same author. The jacket is a reproduction of the frontispiece, printed in sepia. This book is an eloquent tribute to the great American statesman and is eminently interesting to the best people of every land, irrespective of nationality.



Books

PASSING OF HOWELLS

William Dean Howells, who was known as the foremost living American novelist died on May 11th, in New York. He was the author of more than seventy books, of which the novel, Silas Lapham, was perhaps the best. One of his works with a warm place in the hearts of Canadians is "Their Wedding Journey," the scenes of which are laid in Canada.

Although Mr. Howells never had an academic education, he was honored by many universities. As the years went on the literary work of Mr. Howells took a wide range, including poems, short stories, one-act farces, travel sketches, novels and biographies, including almost a hundred volumes, besides a great amount of editorial work that never reached book publications.

He was born at Martin's Ferry, Ohio, March 1, 1837. His father was a country newspaperman, and the boy learned the trade of printer in his father's shop. Mr. Howells was too ambitious to remain long "tied to the case," and at the age of 21 was news editor of The Cincinnati Gazette. In 1860 he first printed a book, a volume of verses.

His latest book, one which created quite a sensation at the time of its appearance, was "The Leatherwood God." Mr. Howells travelled extensively in Europe. His favorite countries were England, Italy and Spain.

During the war he had some strong things to say about American participation, in an article in The North American Review under the title, "Why?" He asked the American people to bury what Owen Wister, in a book just published, calls their "Ancient Grudge."

SHILLING NOVELS

From John Leng, of London, comes a shilling edition of "The Rider in Khaki," by Nat Gould, the work being in appearance similar to the familiar paper covered 6d. editions of pre-war days. In this connection it is interesting to quote the following from the publishers' circular: "The public, who are feeling the pinch with regard to the necessities of life, are, it is said, by some publishers, not buying books quite so freely, and the rise in price will in all probability affect the volume of business. Still, reading is one of the least expensive of recreations.

"With prices advancing and the possibility of sales falling, shall we see an attempt to provide a low price book in a less permanent form?

"Some publishers have begun to publish popular reprints at a shilling, which are the same in appearance as the paper-covered old-time sixpenny. The cost of manufacture in this form is obviously much below the stiff-covered book."

IS AMERICA SICK?

From Edward Garstin Smith, Chicago, comes a copy of his little book entitled "Americanism." Here is a typical paragraph from it:

The most serious hindrance to betterment in America lies in the American's conceit; which prevents him from seeing his own fault, so necessary for the correction of one's errors. The American cannot bear criticism. He wants flatterers and entertainers—the jester with cap and bells—and not the teacher. The American indulges in superlatives—he has the biggest farms, the biggest factories, the biggest cataract and—the biggest lobsters." More indicative of what the book preaches is this extract:

"The vital issue in this country is, not the amendment of the Constitution, not in the revision of the basic law, but in the reformation of the basic standard of public morality."

THE PRINCE IN CANADA

Under the title of "Westward with the Prince of Wales," has been published a book giving an account of His Royal Highness's tour in Newfoundland, Canada, and the United States, by W. Douglas Newton. Mr. Newton accompanied the Prince as the Special Correspondent of the *Daily Chronicle*, and gives a pleasing, breezy account of the journey.

Apart from its record of the Prince's reception in Canada and America, the book shows His Royal Highness as a democrat in big cities, as a sportsman in the wild, as a pitcher in a ball game, as a dealer in oats on the floor of the Winnipeg "pit," as an Indian chief in the tribal feathers of several races, as a miner in the mines of Cobalt and Timmins, as a dancer in the ballroom, as a visitor among the land girls of the mountain apple orchards. The author's aim throughout has been to make the book a human one, since it concerns a particularly human man, one who finds zest in every minute of life, and is, above all, a sportsman.

ENGLAND TO AMERICA

Margaret Prescott Montague's "England to America" appeared in book form on May 15th. This story, both because of its beautiful tribute to England and its high literary quality has been considered by many the most notable short story of the year and has been chosen by the O. Henry Memorial Prize Committee as one of the few that will appear in the volume of O. Henry Memorial Stories, representing those American stories of greatest literary merit which have been published during 1919. The introduction is by John Drinkwater.

BEST SELLING BOOKS IN CANADA

Fiction

Strong Hours	Maud Diver	154
Great Impersonation	Oppenheim	122
Man of the Forest	Zane Grey	88
The Portugee	Lincoln	72
Splendid Outcast	Gibbs	54
House of Baltazar	Locke	48

Non-Fiction

Punch's History of the War		40
Economic Consequences of Peace	Keynes	32
Now It Can be Told	Gibbs	30
A Labrador Doctor	Grenfell	28
Canada's Hundred Days	Livesay	20
Labor in the Changing World	MacIver	16

WHY MEN STRIKE

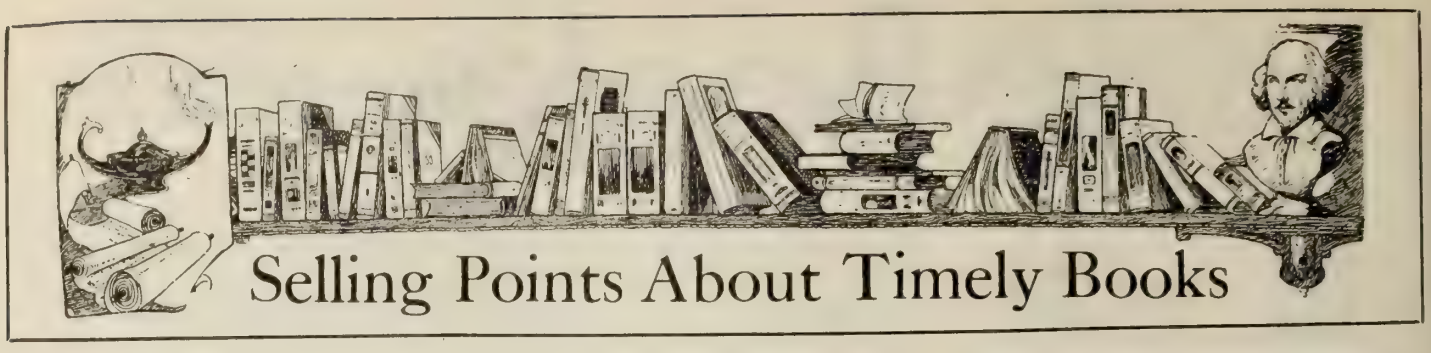
Samuel Crowther's new book, "Why Men Strike," has just appeared. Mr. Crowther is a sound economist and an authority on the relations of capital and labor both sides of the Atlantic. In this book he points out the notable fact in connection with many strikes, that the men strike first and later uncover what are their grievances. It is his conviction that the real cause of the present unrest lies in the misconception on the part of not only the workers but also the employers, of the real function and ownership of capital. The strikes are against capital as such and are due to the feeling that the fruits of labor are unjustly distributed and that in the industrial organization, capital gains everything and labor nothing.

His conclusion is that the possibility of a death struggle between capital and labor can be averted only if the margin of labors' wages be returned to capital, thus, when all are capitalists the ground for profound differences between employer and employed will be removed.

Here is a book that will promote discussion and booksellers can sell copies to labor union men and also to employers of labor.

THE PENCIL

When I awake on mornings fair
I see upon my wall
A slender golden pencil on
The flowery paper scrawl.
No hand upon it guides the point,
It moves mysteriously,
But what it writes in lines of light
Is very plain to me.
I'm sleepy yet, I'd like to take
Another nap, but no!
I tumble out of bed and off
To catch a train I go.
That pencil is a ray of sun,
It will not let me shirk
My daily task but writes each morn,
"Get up and go to work."



Selling Points About Timely Books

HAROLD McGRATH

In connection with the appearance this season of a new romance by Harold McGrath, "The Man With the Three Names," it is interesting to quote the author's own estimate of himself:

"No use trying to dodge it," says Mr. MacGrath, "I'm frankly a romancer. I'm always writing about people and things as I'd like them to be. And yet I never wrote a tale the basis of which was not actual fact—some bizarre, whimiscal fact. The unusual appeals to me strongly, perhaps because at heart I'm an adventurer. Thus my business primarily is to lead the heroine through more or less exciting episodes to the altar. If afterward she throws the dishes at hubby's head that is no affair of mine."

MARKHAMS POETRY

Edwin Markham, the American poet whose "Gates of Paradise," has recently appeared has just passed the 68th milestone of life.

In commenting upon the human appeal of Markham's verse John Galsworthy said: "I measure poetry by its power to cause emotion and surprise, I want poets who are themselves moved by Truth and Beauty and so stirred by the spectacle and contacts of life that the birds within them simply must sing." And this is the kind of poet Edwin Markham is. In this new book he sings because he must, because his heart is full of the beauty of life and its sadness, of laughter and tears behind the laughter.

THE JAZZ GIRL

According to Nalbro Bartley, author of "The Gorgeous Girl," the de luxe jazz girl is doomed. "The dazzling devotee of the latest 'isms' who dances through her glittering life at a smart jazz tempo and who has held the centre of the stage undisputed these last few years, will pass," she thinks, and even ventures to prophesy that the new leading lady will be no other than the old-fashioned girl who is so out of style just now that we display temerity in even mentioning her, the kind of girl who can create an atmosphere of home with a flower and a few worn books and who knows how to be a real comrade in good luck or bad.

"So mote it be!"

J. D. BERESFORD

"An Imperfect Mother," is the title of J. D. Beresford's new novel just ready.

THE VOICE OF THE PACK

In Edison Marshall's novel "The Voice of the Pack," issued by the Ryerson Press last month, the scenes are laid in the Cascade Mountains and it has glowing descriptions of forests, thrilling recitals of encounters with the wild denizenns of the district. The author is thoroughly familiar with the field and knows what he is talking about.

"The Voice of the Pack" is a 305-page book with a frontispiece in colors and an attractive four-color wrapper, by W. Herbert Dunton, which in itself adds to the appeal of this new book.

BIRMINGHAM'S LATEST

George A. Birmingham's new novel "Good Conduct," has just been issued in England. There is irony in the title it need hardly be said—for Virginia Tempest, the vital force of the book, may be regarded as a distant cousin to "The Major's Neice," and therefore, hardly an example of perfect behaviour, though certainly she is a power for the doubtful good of the world, and incidentally a bringer of the right order of laughter.

CONTEMPORARY DRAMA

Good word comes from across the sea that the theatre is recovering after the slough of revue and inconsequence into which it fell during the recent hard years, and it is natural that comment upon the past, present and future of the Drama in England should now be forthcoming. There is about to appear "The Contemporary Drama of England," by Thomas H. Dickson which summarizes and frankly estimates experiences and prospects of the British stage. On this side of the Atlantic there has been an equal if not greater measure of inane passing shows, frivolities, et al. May the relief indicated in England extend to this side of the water as well!

SAYS SAM

Sam Adams has written a most readable story in lighter vein in his book "Wanted: a Husband." According to this story a plain girl can transform herself into a fascinating beauty and simply work havoc in the heart of a hero who has to entirely revise some preconceived ideas.

THE GATE OF FULFILLMENT

A story that is begun by means of the interchange of letters opening with a reply to an advertisement for a secretary is the unique introduction leading up to the "Gate of Fulfillment," in the book of that name by Knowles Ridsdale, which the Putnam's have recently issued. The story is charmingly original and quite amusing.

No. 26 JAYNE STREET

Mary Austin's new novel "No. 26 Jayne Street," is comparable to the work of H. G. Wells in its handling of the vital issues of the day.

Against the seething background of New York the story of these interwoven romances advances to its dramatic climax, holding the reader's attention at every step, and illuminating as few novels have, the forces that are today struggling to re-mould American life.

CAPE CODDITIES

Dennis and Marion Chatham in "Cape Coddities," gives an alluring account by two ardent lovers of Old Cape Cod of its quaint charm, its interesting inhabitants, and the many unusual summer pastimes and pleasures to be found here. The title chapters are tempting: The Ubiquitous Clam—Motor Tyrannicus—Summer Bargaining—"A Wet Sheet and a Flowing Sea"—Scallops.

THE WORST FARMER

Judge Shute in "The Real Diary of the Worst Farmer" records experiences of a business man who is sure of making a success of farm life because it is so "natural." It affords the author endless opportunities for amusing situations of which he makes the most.

LIFE OF KITCHENER

Sir George Arthur's three volume "Life of Lord Kitchener," was announced shortly after Lord Kitchener's death, but it was said that because it dealt with so many matters of state importance it could not be published until after the end of the war. The first two volumes deal with Kitchener's life up to the beginning of the war and tell a story of extraordinary interest. The third volume deals with the war and Kitchener's part in it. Sir George Arthur has had access to official documents and private files, and he gives some thoroughly interesting and significant revelations.

What, Two Dollars and a Half!

A Little Lesson in Book Values That Should Be Passed Along

"WHAT, two dollars and a half!" The emphatic implication of overcharge attracted my attention to a handsomely gowned lady whom a courteous salesman was endeavoring to serve.

I recognized the wife of a prosperous contractor, and noticed that she was considering a neatly bound, well-illustrated volume of travel.

She had been a frequent customer of ours and I felt safe in walking over to her and saying, "I happened to overhear your remark on the price of that book of travel and wondered if you really meant it." She turned to me and said, "Why, yes, I meant it," and then graciously added, "It's a beautiful book, and I suppose it cost a good deal to make it, but isn't two dollars and a half high for it?"

It was just the opening I would have wished for and so I sailed in. By way of creating an atmosphere which I knew she would understand I said, "Well, let's look at the amount, itself, first. When you buy theatre tickets, for instance, I wonder if you ever raise any serious objection to the price you have to pay. I imagine you step up to the window and say, 'Please give me the best you have,' and lay down two, four or five dollars—for what? A piece of paper that entitles you to sit for two or three hours, witness a play of more or less merit, and come away with what—a memory,—good, bad or indifferent, and with nothing under your arm, except perhaps the program.

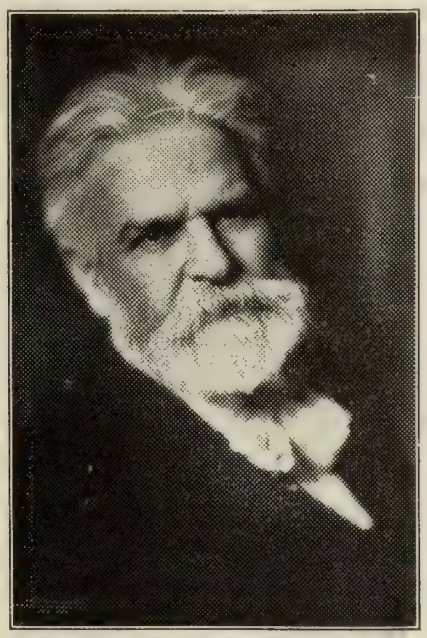
"You said, 'What, two dollars and a half!' a moment ago. Did it occur to you that the author had spent years of travel, involving all manner of hardship and adventure, and expended thousands of dollars in preparing himself to write that book—that he invested a long period of painstaking effort in analyzing his notes, preparing his manuscript, and assembling his photographs? Did it occur to you that after the author's work was done, a publisher invested no little time and a very considerable amount of money in making this book worthy of its background; that he then selected the paper, the type, spared no expense in illustrations, and bound the book attractively; that he then advertised it extensively, distributed it to the trade, and now puts all of these years of travel, the infinite detail of preparation and careful production, into your hands for "Two Dollars and a Half?"

"Your husband is a contractor, and knows something about values. Take this book home, tell him what I have said, and ask him if he knows of anything on earth that offers such great value for 'Two Dollars and a Half.'

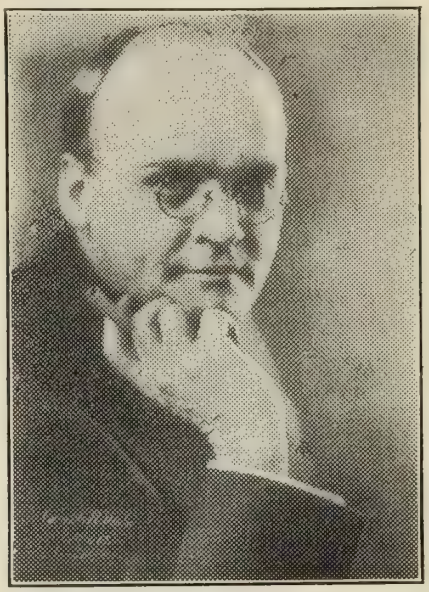
"Moreover, this book will give you several delightful evenings in the comfort of your own home. Your husband will read it, your mother will read it, your neighbors will borrow it, and, if they return it, you will still have the book—all for 'Two Dollars and a Half!' This happens to be a book of travel, but all thoughtful books involve an expense of time and research, and effort quite out of proportion to the relatively trivial amounts you and I can buy them for."

Quite surprised at my rush of feeling, stopped. She had listened with attentive interest to every word, and was fair enough to say, "I thank you. I confess that I never thought of a book in that light. The wonder to me is that such books can be really owned for so little money. You have made me look at a book in altogether a different way, and I am sure I shall not be guilty of again saying, "What, two dollars and a half!"

I don't believe she ever will.



EDWIN MARKHAM



LOUIS JOSEPH VANCE

Whose new novel, "The Dark Mirror," is a tale of the mystery of dreams.

£500 COMPETITION

A new competition for budding novelists is being launched by John Leng, Ltd., of London, Eng. It will be for a prize of £500. The competition is open to all new authors for their first novels. Authors of short stories, whether published in volume form or issued in any periodical, may compete.

Under this competition no novel must be submitted which exceeds 100,000 words. The publishers recommend that the length be from 70,000 to 90,000 words.

The publishers will refuse to entertain novels which are either adaptations or translations from the works of alien authors. Only first novels, in English, and which have not been published in any form whatsoever, may be submitted. No competitor will be permitted to enter more than two novels. The publishers will disqualify any novel which is not solely the original work of the competitor submitting it. Novels written in collaboration are eligible.

Novels for this competition will have to reach the publishers not later than the 31st December, 1920.

STONES FROM THE POETS

Juvenile readers frequently find the prose rendering of a poem, simply and attractively told, more interesting and more understandable than the original, especially when embellished with illustrations as in "My Book of Stories From the Poets." This contains about 36 famous poems, such as: The Ancient Mariner, Evangeline, John Gilpin, Inchcape Rock, Enoch Arden, Miles Standish, Abou Ben Adhem. There are 12 full page color plates.

A TALE OF THE SOUTH

"Painted Meadow" is a story of two men and a girl set in a quiet, lovely old Southern town. Behind the three principals are the highly individualized figures of Anna's father, thumbing over the mortgages upon half the town's real estate; Seth's mother, a remarkable portrait of the intensely possessive parent; and the other men and women whose lives are affected by the romantic drama which Sophie Kerr unfolds.

"The antiseptic power of literature was forcibly brought home to me a short time ago by a young man who was complaining about the exclusive and aristocratic spirit shown by his young wife. He said at last with tears in his eyes, 'Yet I have no one but myself to blame; I ought to have known it all the time before I was married—*she never liked Falstaff.*" From "The Bad Results of Good Habits," by J. Edgar Park.

BOOK NOTES

Allen Harker's novel "The Holliots of Redmarley," in a two shilling reprint edition comes from John Murray of London. It is a story about young people and it's atmosphere is healthy and exhilirating.

May Edington, who provided the book on which the successful play "My Lady Friend," was based, appears in the spring fiction list with "Married Life." The sub-title is "The True Romance," and is described as a realistic view of the marital tie.

Harriet Prescott Spofford celebrated her eighty-fifth birthday on the third of April, two weeks after the publication of her book of short stories, "The Elder's People." On the same day in California John Burroughs was celebrating his eighty-fourth. His next book is expected within the year.

NEW AND FORTHCOMING

Blasco Ibanez has returned from Mexico with the material for a new novel, to be called "The Eagle or the Snake."

Blase Benziger & Co. announce the establishment of their firm at 98 Park Place, New York, as publishers, booksellers and dealers in church and school supplies.

THE GREAT ACCIDENT

In "The Great Accident (Macmillan's), by Ben Ames Williams. is told a story so true to its background of social and political life that one feels it might have happened in any typical American town. Ostensibly the scene is laid in Hardiston, Ohio. By a queer turn of events Winthrop Chase, a young fellow of no extraordinary qualities, a bit wild and irresponsible but decent and honest at bottom, is thrust into a position of political power. The town in which he lives is nominally a "dry" town. To the amazement and confusion of the politicians who have elected him, he takes the law literally and proceeds to enforce it. Naturally the politicians undertake to "break" him, and the contest that ensues is all the more exciting and intense because it involves universally familiar elements of political warfare.

ENGLISH BOOK TRADE NOTES

A new novel by E. Everett-Green entitled "The Silver Tea-Shop," presents a lovable hero and heroine, an underhanded and unsuspected "friend," a double murder mystery, and a perfectly happy ending.

"A Girl's Garland: Poems and Thoughts," by Annette Bryce-Wilson, the child poetess is just ready. The poems which aroused so much enthusiasm at her recent recitals are included in the volume, and there is a Preface by Clement Shorter.

Mr. Asquith's new book entitled "The Paisley Policy," was published on March 31st in England.

WE WILL

In connection with a letter from C. Parkhurst, proprietor of The O. K. Stationery, Vernon, B. C., asking for extra copies of the recent articles appearing in this paper on "Collections," takes occasion to commend this publication as follows:

"I might say that BOOKSELLER AND STATIONER is one of the best trade periodicals published. Keep up the good work, you deserve the support of every bookseller and stationer."

REALISTIC FICTION

"This Side of Paradise," by Scott Fitzgerald, is a novel so full of the unexpressed experiences, the true adventures and realities of youth, which conventional novelists leave untouched, that it seems like an amazingly frank autobiography of a man's actual experiences, written with the unexpected freshness of youth itself and a touch of its insolence, rather than a work of fiction.

WHAT "THE LEAGUE" SHOULD DO

"In restoring peace even more than in the making of war, the touch of statesmanship must be strong and sure," writes Lord Percy, in his book, "The Responsibilities of the League." Besides giving a very clear exposition of matters relating to the League of Nations, Lord Percy analyses very carefully Anglo-American relations of the present day and gives some consideration to their future.



SCOTT FITZGERALD
Author of "This Side of Paradise"

VERSE

A volume under the title of "Verse," by William Cary Sangster, comes from Putnam's. There are four divisions: "Tides of Commerce," "The City of Toil and Dreams," "War Poems" and "In the Land of the Harvest."

The author was in France in 1916-17 with the American Ambulance Field Service. Later he was a lieutenant in the U. S. army. Two of the sections of this volume were previously published in book form.

POEMS

A. L. Kip, in his book of poems, sings in the main of nature—the wide outdoors, the seasons, flowers, trees and the feathered denizens of air and wood.

ARMENIA

A translation from the French Kevork Aslan's "Armenia and the Armenians," comes from MacMillan's. It deals with Armenian history from earliest times until the opening of the Great War. The geographical situation, the climate, the origin of the Armenians, the formation of Armenian royalty, early religious ideas and customs, the conversion to Christianity, the dawn of Armenian literature, Armenia under the domination of the Byzantine Empire, the Armenians during the sixteenth, seventeenth and eighteenth centuries and finally Armenia in the nineteenth and twentieth centuries; these are some of the topics discussed.

The author avoids the mistake of going too much into detail. He has written a concise history which gives facts which the average well-informed person desires to know about the country and its people.

The interest that Armenia has for the Canadian people should occasion a goodly distribution of this volume through Canadian workshops.

DR. OSLER'S LAST BOOK

Freshness, vigor, and wisdom mark Sir William Osler's last book, "The Old Humanities and the New Science," in which he takes account of stock of the humanities and science following the war and clearly and interestingly explains the interdependence of these two branches of learning. A Memorial Introduction has been written by Dr. Harvey Cushing.

"The Passing of the Kings," by Nina B. Lamkin (T. S. Denison & Co., Chicago) is a small volume, which will be of special interest to those instructing young people on the art of classic dancing. It describes a pageant illustrating various typical phases of life from the time of the Persians up to the present day. Its value is greatly enhanced by a series of excellent photographs of those participating in the pageant and by a number of colored plates illustrating the various dresses. Booksellers should bring this volume to the notice of all school teachers, more especially those of the higher class schools.

Advertising is simply, as contrasted with the individual selling method, a massed salesman. It is the massed marfication of the goods necessitates not keting method of securing the distribution of manufactured products. Identionly high quality, but also standardiza-

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113,000 Advance Sales

The advance sales of Eleanor Porter's new novel, "Mary Marie," was so great that the first printing had to be increased from 100,000 to 113,000 copies. The presses are running day and night on this mammoth run. The edition requires 59 tons of paper and 300 pounds of printing ink. The book will be ready for shipment May 7.

A GLOOM CHASER

Bob Edwards' summer annual is introduced as a "foaming breaker of humor." Bob Edwards is editor of the Calgary Eye-Opener. Edwards says that "life at best is a circus and there has to be a clown."

SEAFARER'S LIBRARY

Booksellers when asked to suggest sea stories might well put forth William McFee's "Casuals of the Sea," and then submit this list of McFee's own selections for a projectd sea library:

"Tom Cringle's Log".....Michael Scott
"Two years Before the Mast"...,.Dana
"Midshipman Easy" ..... Marryat
"Captains Courageous" ..... Kipling
"The Flying Cloud"....Morley Roberts
"The Cruise of the Cachalot".Frank T. Bullen.
"Log of a Sea Waif"....Frank T. Bullen
"The Salving of a Derelict"....Maurice Drake.
"The Grain Carriers"....Edward Noble
"Marooned" ..... Clark Russell
"Typhoon" ..... Conrad
"Toilers of the Sea" ..... Hugo
"An Iceland Fisherman".....Loti
"The Sea Surgeon".....D'Annunzio
"The Sea Hawk".....Sabatini

AN INDUSTRIAL HISTORY OF ENGLAND

"Industry in England" is the title of a volume received from Methuens, by H. de B. Gibbons, Litt.D., M.A. It is a comprehensive survey of England's industrial progress from the Saxon period to the present generation and deals with every branch of commerce, domestic and foreign, and with agriculture.

MISER'S MONEY

Eden Phillpott's latest novel "Miser's Money," (MacMillan) is a fine specimen of this author's work, in depth of feeling and study of motive and temperament. The miser of the title is a woman-hater and a pessimist. He tries to bequeath this spirit to a young man who happens to be in love. But love and not moneyed selfishness wins in the end—after a struggle in which ideas as to proper self-interest, technical right and wrong and fair play are skilfully developed against the background of romance.

LAW FOR LAYMEN

"Everyman's Legal Guide," by Edward Meek, gives a synopsis of the laws of Canada on many subjects and is adaptable to use in universities, colleges and high schools, and a very useful reference book on law for merchants, bankers, business men, and the public generally. This book gives a concise and carefully-arranged statement of the salient features of the law as relating to all subjects of interest, and is conveniently arranged and carefully indexed. It contains also an appendix giving all the forms in use in ordinary business affairs.

Advertising not only puts into and maintains merit in goods; advertising decreases cost of production, cost of selling and the selling price.

Ralph Connor in Movies

His Novels to Appear Soon in Screen Versions—Will Help Book Sales

AN OUTDOOR menagerie is being assembled for introduction into various scenes in the Ralph Connor novels to be put on the screen within the next few months. Plans are also on foot for securing herds of buffalo and caribou, and packs of wolves and other animals indigenous to the Canadian West which have not hitherto been used in pictures.

Winnipeg is fortunate in having intact Lower Fort Garry and so picturesque a situated penitentiary; these will be used in making scnes for "The Foreigner." Palatial Winnipeg ancestral homes will be used in making contrasts to the foreign settlements. It is the intention not to make "The Foreigner" a studio picture but the product of the natural outdoor representing the Province of Manitoba. Mrs. Faith Green, secretary of the Pen and Brush Club, of New York, is now in Winnipeg collaboratoring with Rev. C. W. Gordon in preparing certain of his works for the screen.

A company of noted players are now being assembled in New York city and will arrive in Winnipeg early in June to be augmented by 300 local types and about 50 of the prettiest babies to be found in Winnipeg or the province. Thousands of people will be in the mob that storms the penitentiary after the arrest of the "Foreigner," and they will be representative of 20 nationalities. In addition, mansions, hovels and shacks will be brought in, and there will be flashes of the city hall and Lower Fort Garry besides the penitentiary at Stony Mountain. The Red River of the North is well-known in New England, and also the church city of St. Boniface from references in Whittier's poems. Packs of wolves used along the Red River will be duplicated for the Edmonton trail. Ernest Shipman, the promoter, has been approached by a coterie of men in Cttawa; they desire to organize a company to make "The Man From Glengarry" in the upper Ottawa Valley, in Ottawa, Montreal and Quebec.

"Corporal Cameron" and "The Dance of the Sundown Trail" are geographically suited for Calgary and will be made by the Canadian Photoplays.



NALBRO BARTLEY
Whose new novel, "The Gorgeous Girl," shows that love and bank accounts don't always balance.

An Important Biography

Sir George Arthur's Life of Kitchener a Book of Great Moment

RECALLING the French-Asquith controversy regarding the differences between French and Kitchener, which so promoted the interest and the salability of "1914," by Lord French, it is interesting to observe that Sir George Arthur's "Life of Lord Kitchener" appears to set at rest any doubts as to the nature of Lord French's chief failure as Commander-in-Chief in France.

On August 29 or 30, 1914, when the worst of the retreat from Mons was over, Lord Kitchener was shocked to hear indirectly that Sir John French had decided "to make a definite and prolonged retreat due south, passing by Paris to the east or west." Kitchener telegraphed to Sir John French in alarm and received an answer confirming his fears at their worst. In a despondent and querulous letter of August 30, Sir John French made a virtual confession of despair, and avowed his intention of breaking away from the French and leaving a gap in the allied line. It would be calamitous; that the French would feel they were deserted by us in Paris's hour of danger; that the Entente would be shaken and the land war in the West probably lost before our new army could be trained. He asked Mr. Asquith, the Premier, to summon the Cabinet at once, and warned it that such a flight from our post in the allied line "might mean the loss of the war." The Premier and Cabinet backed Kitchener well, and a wire was sent at once to Sir John French to stand fast.

This, of course, is only an incident in Kitchener's career, but it is a significant one. It is a big contribution to biographical and historical literature and as such will find wide circulation throughout the Empire and presents a real opportunity for Canadian booksellers.

National Campaign to Popularize Books

Fund of $100,000 to be Raised by United States Publishers—A Similar Campaign Proposed for Canada—Important Points to be Considered

AMONG the Canadian booksellers who attended the convention of the American Booksellers Association in Philadelphia last month was W. J. Hyslop, manager of the book department of the T. Eaton Co's Winnipeg store.

Mr. Hyslop came back to Canada with enthusiasm welling up in him regarding the National Book Advertising campaign and the decision of the American booksellers to raise a fund of $100,000 to advertise nationally this year, the importance of reading and of the ownership of books. This campaign will of course give due attention to Christmas book trade but will be far wider in its scope than that and will have the effect of greatly benefiting year round book business, inspiring greater faith and enthusiasm in the hearts of the booksellers themselves as to the possibilities of their own business.

Campaign for Canada

Mr. Hyslop conferred with President Butler of the American Association on the question of a similar campaign in Canada and the latter was strongly of the opinion that such a course was advisable. Mr. Hyslop was in Toronto the week following the Philadelphia convention and while in this city interviewed the different publishing houses and found them without exception to be favorable to the plan he espoused. No definite plan has as yet been worked out but it seems probable that something will result and that the publishers of Canada will endeavor to co-operate in some manner with the U. S. book advertising campaign so as to extend similar benefits to the book trade on this side of the line.

In discussing this question a writer in a U. S. book trade periodical questions the wisdom of an indiscriminate campaign of "Books for Everybody" but argues that the campaign should be especially directed toward selling books to the new book market, comprising the thousands of soldiers who, by reason of new habits formed when at the front in France and Flanders or elsewhere in the army, have become habitual readers and are now regular book buyers and also numerous people belonging to the *nouveau riche* of the laboring classes, whose standard of living has recently been bettered and who now consider books and "education" generally a necessary luxury.

The point is also made that the salaries of the great mass of people composing the old book market have not increased in proportion with the increased cost of living and that they are consequently not in a position to buy as many books as they wont to buy in days gone by nor do they willingly pay the increased prices which are necessary owing to the high cost of producing books.

From these viewpoints it is argued therefore that the logical course to pursue in any widespread book advertising campaign is to devote attention for the present to the "new market," to those who are willing and can afford to pay for books in accordance with the cost of producing them. It is further argued that to neglect this new market now in favor of the old customers who, as has been explained, are either unable or unwilling to pay the prices that must be asked, is to lose an opportunity of greatly increasing the ultimate demand for books when production is no longer hampered by conditions that exist at present.

The contention is that any other course pursued in any campaign to widen the market for books and all other efforts in this direction must necessarily prove abortive and futule.

These facts are set forth so that in planning a campaign for Canada a logical course may be adopted in view of the production handicap that exists as regards the scarcity of help, constantly increasing wages and the steadily mounting cost of paper and other essentials of book manufacture.



FRANK L. PACKARD

Popular Canadian novelist whose latest book is "From Now On."

THE DARK MIRROR

Louis Joseph Vance's new mystery story, "the Dark Mirror," (Gundy) is the tale of a normally healthy, fine girl, an artist, who leads a dream life of lawlessness, in which she acts as leader of a desperate gang of criminals. Moreover, every circumstance of her dream activities is reproduced in next-morning newspaper accounts of actual crimes. Finally, when these involve a murder, she turns to the man who loves her, a young physician with a growing reputation as a psycho analyst, for help. His psychic investigations exploring the hidden things in her life provide clues which end bafflingly at the very doors of the mystery, but cannot get within.

Deserting his practice the young psycho-analyst devotes himself to her recovery and the penetration of the mystery. In a chain of extraordinary events he seems to come upon the very body of the mystery. But Fate determines upon a solution of her own, and the book ends in a palpitating crescendo of interest.

D'ANNUNZIO'S TALES

Gabriele D'Annunzio's book "Tales of My Native Town," has just been published by Gundy's. The D'Annunzio who has startled the political world has long been one of the most picturesque personalities in the literary world Writing with fire and vigor, he has become an outstanding force in Italian letters—poet, dramatist, and master of colorful and ringing prose. These tales with his native town for a background and some of his own people for characters are semi-autobiographical. They paint the hardliving, sensuous and sensitive Italian men and women, among whom D'Annunzio learned of life. But apart from their personal interest, they are vigorous tales that show the art of the great master at its best.

From Gundy's comes Stewart Edward White's new novel "The Killer," which is a new "Arizona Nights," recalling the days when gun-play rather than court decided differences.

The Killer, a man named Hooper, boasted that nothing that got in his way, from a toad in the pathway to a grown man, lived. He did no murder with his own hands. A nod to his Mexican followers and the man marked was as good as dead—one time or another. The hero, one Sanborn, goes there on a dare and some of the swiftest and most teeming pages of fiction follow. Sanborn wins through and effectively brings the Killer to account.

Monthly Record of New Books

Published by Firms Established in Canada

COPP CLARK CO.

Fiction

Kindred of the Dust, Peter B. Kyne, cloth, $2; Hannah Bye, Harrison S. Morris, cloth, $2; Manning's White Folks, Emma Speed Sampson, cloth, $1.75.

Non-Fiction

Buffalo Bill's Life Story Autobiography, cloth, $3.50.

J. M. DENT & SON

Fiction

Marquerays Duel, Anthony Pryde, cloth, $2; The Rescue, Conrad, cloth, $2; Woman Triumphant, Ibanez, cloth, $2.

Non-Fiction

Useful Wild Plants, C. F. Saunders, cloth, $3; When Canada Was New France, new edition, Dr. G. Locke, cloth, $1.50.

Juvenile

Puppies and Kittens, Carine Cadby, cloth, $1.75.

S. B. GUNDY

Fiction

The Man With Three Names, Harold MacGrath, $1.75; The Iron Furrow, George C. Shedd, $1.75; The Shepherd of the Sea, Henry Leverage, $1.75; The Gorgeous Girl, Nalbro Bartley, $1.75; Our Little Old Lady, Eleanor Hoyt Brainerd, $1,25; One Hundred Per Cent, Edna Ferber, $1.75; The Dark Mirror, Louis Joseph Vance, $1.75; Tales of My Native Town, Gabriele D'Annunzio, $1.75; Kathleen, Christopher Morley, $1.25; A Pilgrim Maid, Marion Ames Loggfat, $1.60; Some of Us are Married, Mary Stewart Cutting, $1.75; The Second Latchkey, C. N. and A. M. Williamson, $1.75.

Non-Fiction

Adventures of a Nature Guide, Enos A. Mills, $3.50; The Enchanted Golf Clubs, Robt. Marshall, $1; Gates of Paradise, Edwin Markham, $1.75 Handmade Fables, George Ade, $1.75; Americanism Versus Bolshevism, Ole Hanson, $1.75; There's No Base Like Home. H. C. Witwer, $1.75; Measure Your Mind, Stockbridge and Srabue, $3; The Life of Pasteur, A. Vallery-Radot, $4; Common Sense and Labor, Samuel Crowther, $2; Something Else Again, Franklin P. Adams, $1.50: The Great Adventure of Panama, Philippe Biman-Varilla, $1.75.

HODDER & STOUGHTON, LTD.

Fiction

Woman Hater, Ruby M. Ayers, cloth, $1.50; Bachelor Husband, Ruby M. Ayres, cloth, $1.50; Clouding Crystal, Douglas Kennedy, cloth, $1.65; Our Kingdom, Johan Bojer, cloth, $1.65.

Non-Fiction

Battle of Jutland, Bellairs, cloth, $4; Story of Australia, for boys and girls, Jos. Bryant, cloth, $1.50; Aerial Transport, G. Holt Thomas, cloth, $7.50; Vanished Pomps of Yesterday, Anonymous, cloth, $3.75; Paris Sees It Through, H. Pearl Adam, cloth, $4; The Prime Minister, Harold Spender, cloth, $3; For Remembrance, new edition, St. John Adcock, cloth $3; Idylls of Bethany, Professor W. M. Clow, cloth, $1.50; Permanence of Christianity, Rev. Thos. Wilson, cloth, $1.75; Idealism in National Character, Prof. R. H. Falconer, cloth, $1.75.

THE MacMILLAN CO. OF CANADA, LTD.

Fiction

Miser's Money, Eden Phillpotts, cloth, $2.25.

Non-Fiction

Riverside, London (Artists' Sketch-Book Series), stiff board, 75 cents; The Bluejacket (Peeps Series), cloth, $1; Ancient Greece (Peeps Series), cloth, $1; Free Trade, The Tariff and Reciprocity, F. W. Taussig, cloth, $2.25; The St. Andrews Treasury of Scottish Verse, Alexander Lawson, cloth, $2.50; Life of General Booth, Harold Begbie, 2 vols., cloth, $12; Educational Psychology, Daniel Starch, cloth, $2.75; The Chorus Girl and Other Stories, Anton Chekhov, cloth, $2.25; Letters of Anton Chekhov, Translation by Constance Garnett, cloth, $3.50; Starved Rock, Edgar Lee Masters, cloth, $2; Aircraft in Peace and The Law, J. M. Spaight, cloth, $2.85; Household Arts for Home and School, Vol. I., Cooley and Spohr, cloth, $1.80.

Juvenile

Mother Goose Nursery Rhymes, L. Edna Walter, cloth, $4.

GEORGE J. McLEOD, LIMITED

Fiction

The Portygee, Joseph C. Lincoln, cloth, $2; Allegra, L. Allen Harker, cloth, $1.90; Blacksheep, Blacksheep, Meredith Nicholson, cloth, $1.90; Tutt and Mr. Tutt, Arthur Train, cloth, $1.90; The Eye of Zeitoon, Talbot Mundy, cloth, $2; The Wreckers, Francis Lynde, cloth, $1.90; Iron Cousins, Mrs. Alfred Sidgewick, cloth, $2; The Single Track, Douglas Grant, cloth, $1.90.

THE MUSSON BOOK CO.

Fiction

The Psychology of Bolshevism, John Spargo, cloth, $1.50; My Memoirs, Grand Admiral Von Tirpitz, 2 vols., cloth, $7.50; Now It Can Be Told, Philip Gibbs, cloth, $3.25; Getting What We Want, David Orr Edson, M.D., cloth, $2; A World Remaking, C. W. Barron, cloth, $2.50 Our Unseen Guest, Anonymous, cloth, $2; Lightnin', Frank Bacon, cloth, $2; Efficiency Edgar, Kelland, cloth, $1.35; Primitive Society, Robert H. Lowie, cloth, $3.25; The Strangers' Banquet, Donn Byrne, cloth, $2; Poor Relations, Compton MacKenzie, cloth, $2; Blue Water, Frederick Wm. Wallace, cloth, $1.75.

RYERSON PRESS

Fiction

The Voice of the Pack, Edison Marshal, cloth, $1.96; Further Chronicles of Avonlea, L. M. Montgomery, $2; Thy Husband, E. H. Anstruther, $1.90.

Non-Fiction

Streamcroft, Dr. Geo. P. Holden, $2.25; Fishing Tackle and Kits, Dixies Carroll, $2.75; Lake and Stream Game Fishing, Dixie Carroll, $2.75; Book of the Black Bass, J. A. Henshall, $2.75; Bass, Pike, Perch and Other Game Fishes of America, J. A. Henshall, $2.75.

Juvenile

Scouts' Book of Heroes, Baden Powell, $2; Boys' Book of Frontier Fighters, E. L. Sabin, $2; Neptune's Son, R. S. Holland, $2; Ruth Fielding Down East, A. D. Emmerson, 75 cents.

McCLELLAND & STEWART, LTD.

Fiction

Storm County Polly, Grace Miller White, $2; Tarzan the Untamed, Edgar Rice Burroughs, $2; Harvest, Mrs. Humphry Ward, $1.65; The Man Who Fell Through the Earth, Carolyn Wells, $2; Painted Windows, Sophie Kerr,, $2; Sheila Intervenes, Stephen McKenna, $2; The Mystery of the Silver Dagger, Randall Parrish, $2; The Forging of the Pikes, Anison North, $2; The Blower of Bubbles, Arthur Beverley Baxter, $2.

Continued on next page



ARTHUR BEVERLEY BAXTER

This newcomer among Canadian novelists made a big hit with his first book, "The Blower of Bubbles," and his second book, a full length novel, is in train for publication this year.

Non-Fiction

The New Christianity, Dr. Salem G. Bland, $1.50; Cardinal Mercier's Own Story, $4.50; Responsibilities of the League, Lord Eustace Percy, $2; Everyman's Legal Guide, $3.

Juvenile

Bowser the Hound, Thornton W. Burgess, $1.75.

CHAIN BOOKSTORES COMING

The organization of the United Bookstores Corporation with headquarters in New York, which is to have subsidiary organizations with headquarters in five different cities including Toronto for the United Bookstores Corporation of Canada, has been developed to the extent that stock is now being sold as outlined in the company's prospectus.

The men at the head of this organization are:

"Arthur W. Kelly, formerly President, the Inter-Allied Produces Corporation, 30 Church Street, New York. Mr. Kelly is now in England in the interest of the company.

Harry J. Simonson, The Magazine of Wall Street, 42 Broadway, New York.

"A. Jackson Marshall, The National Electric Light Association, 29 West 39th Street, New York. Mr. Marshall is a merchandising expert and has gone thoroughly into the conditions affecting the retail book and stationery trades.

A. A. Ameden, The Ameden Advertising Agency, 25 West 39th Street, New York. Mr. Ameden was formerly in the stationery trade and is thoroughly familiar with stationery production and marketing.

Melvyn G. Loewenstein, associated with the law firm of Stroock & Stroock, 141 Broadway, New York. Mr. Loewenstein is the company's special counsel.

"C. H. Haynes, finance, 115 Broadway, New York.

"William R. Thurston, Executive Secretary.

In order to provide funds necessary for the initial expenses (incorporation fees, taxes, etc.) and to permit those most interested in the success of the enterprise to participate and advise, the United Bookstores Syndicate has been formed and is now receiving contributions in multiples of $50 from authors, publishers, writers, educators and others interested in the subject. The fund so created will be used solely for the organization expenses of the Company. Upon the Company's incorporation the Syndicate will be dissolved and its members will receive for their services in establishing the fund $100 in 8 per cent. cumulative preferred stock in the United Bookstores of America for each $50 contributed.

The nucleus of each subsidiary will consist of a number of paying stores located within the area alloted to the subsidiary. These stores will be purchased, merged and refinanced in order to provide funds wherewith to install new, standardized stores. Since the sum of cash that may be obtained for development in this way will be comparatively small, the further development of the subsidiary will be provided for by the sale of its securities through a financial department to be created in the parent company.

The plans of the Company have been evolved from a three years' research into the conditions affecting the retail book and stationery trades. This research has been conducted by a merchandising expert in co-operation with other persons knowing intimately the requirements of both trades, and the results of the research have been submitted to and approved by men in the trades well qualified to pass final judgment.

Insofar as building construction and economic expenditures will permit, company stores will be uniform in appearance, interior design, equipment, and arrangement of stock, including not only windows, display cases, counters, shelving, etc., but also color treatment, lighting systems, signs, and window lettering. A careful survey of the country will be made to ascertain logical sections and communities most favorable to the type of store contemplated.



"ANISON NORTH"

Author of "Carmichael," a Canadian classic of pioneer life, whose new book, "The Forging of The Pikes," a romance of the rebellion of 1837, will shortly be published.

KINDRED OF THE DUST

Notable among the new novels that came in May, was "Kindred of The Dust," by Peter B. Kyne, (The Copp Clark Co.) It is a story of wholesome qualities, telling about Nan of the Sawdust Pile, mother of a child who cries for a father he will never know—of Donald McKaye, the young laird of Tyee, who is torn between the love he has for Nan and the love he bears his father—of the Old Laird, the proud ruler of his rich little principality who loves his son with such a fierce and hungry love that he would sooner see him dead than married to Nan.

It is a novel with a problem as old as time itself and as new as the day that dawns with the coming of the new sun—as elemental as man, as great as humanity.

DEATH OF ELEANOR H. PORTER

Cambridge, Mass., May 22.—Mrs. Eleanor Hodgman Porter, an authoress, known especially for her "Pollyanna" stories, died at her home here last night. In 1907, her first book, "Cross Currents," appeared and was so successful that Mrs. Porter was persuaded to write a sequel, "The Turn of the Tide." Then followed "Miss Billy," "Miss Billy's Decision," "Miss Billy—Married," the famous "Pollyanna" stories, and "Just David." Following the great success of these books, Mrs. Porter entered into a somewhat different field, and "The Road to Understanding," "Oh, Money! Money!" and to a certain extent "Dawn" dealt in the main with older characters, as did her short stories, published in three volumes, each with a certain unity of subject, "The Tie that Binds: Tales of Love and Marriage," "The Tangled Threads; Just Tales," "Across the Years: Tales of Age." In "Mary Marie," however, she went back to the scene of her greatest popular successes, and created one of the most lovable child characters in recent fiction.

A SECRET OF THE SEAS

A newcomer among novelists of the sea is William Allison whose book "A Secret of the Sea," has just been put out by Grundy's. The story opens with a picture of a deserted ship. The principal of the story is Manners. As he entered the cabin of the ship he saw, looking at him from the case of a still ticking watch on the dresser, the face of the woman he loved; she had disappeared on the eve of their marriage.

But on his own ship there was his daughter and Knight, his secretary, getting deeper into their impossible love-affair. Here was Knights opportunity. How he solved the double mystery, winning Manners's respect and consent makes a real absorbing story.

THE GREAT ART GALLERIES

Art lovers and students of arts will find much of interest in the series of booklets giving in compact form reproductions of famous masterpieces in the great art galleries—The Tate Gallery, The Luxembourg, The National Gallery, The Glasgow Gallery, The Louvre, The Wallace Collection, The Pictures of G. F. Watts.

LABOR AND CHRISTIANITY

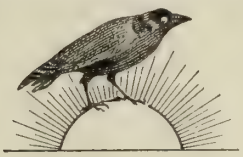
Reverend Salem Bland, of Toronto, has been a rather prominent figure in connection with recent labor movements and his ideas have come in for some criticism as being rather advanced and perhaps radical. In "The New Christianity, or The Religion of a New Age," he dicusses: The New Social Order—The Overflow of Democracy, The Overflow of Brotherhood; and The New Christianity—A Labor Christianity, An American Christianity, The Great Christianity.

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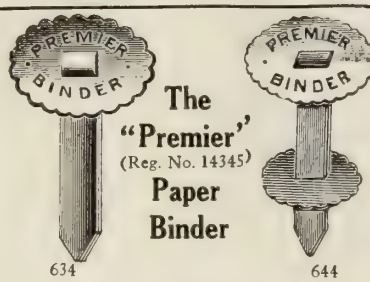
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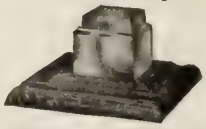
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NEW GOODS
DESCRIBED AND ILLUSTRATED

CELLULOID TAGS

There has been a demand for some time from Index Tag users for a celluloid faced tag, which would prevent the inscription from becoming soiled. Such a tag is now being placed on the market by the Richards Tag Company of Sac City, Iowa. The tag bears celluloid faces on both sides, presenting perfectly sanitary surfaces, and the inscriptions are easily inserted and easily removed.

Users can inscribe their index names on a typewriter, as the manufacturer furnishes paper in long strips to be separated after typing. This improvement should prove a boon to users whose index tags are constantly being handled and soiled. It will give the tag a longed life and make the inscription easier to read.

NEW TYPE CLEANER

A new type cleaner for typewriters is known as Clar-O-Type. It is a liquid that dissolves quickly and is said to evenly remove all dirt accumulation from the type.

The advantages claimed for the use of this specialty are that it eliminates spattering, pin picking, brushing, the soiling of hands and clothes and saves time. The Clar-O-Type Company of New York has been organized to market this product.

PRESNOB PENCIL

A. C. Bindner & Co., of Chicago, are offering a "Presnob Pencil," made of metal, as illustrated below. These pencils are all treated with a special lacquer process to prevent them from tarnishing, and are very handsome in appearance. They are simple to operate and are constructed in such a manner that they cannot get out of order.

To fill the pencil, press the knob and insert loose leads in point, or remove the cap and insert leads at the top. To use, hold it naturally in the hand ready for writing, pointing down, about one-quarter inch above the paper. With the forefinger, press the knob and let a single lead slip out far enough for use.

TWO FINE CATALOGUES

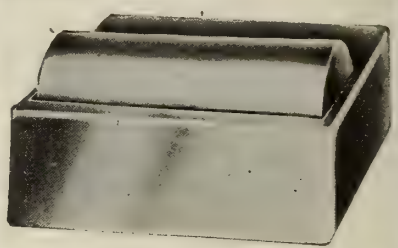
In a portfolio with the title "Aids to Greater Office Efficiency," come two catalogues issued by the Office Specialty Co.,

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Unbreakable with ordinary use, made entirely of metal, mostly brass. Guaranteed rustproof. Extra wide moistening roll — three inches wide, of special composition that carries water in a thin film, adequate for all purposes; yet will not flood small gummed labels and stamps, destroying their adhesive qualities before affixing.

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Retail price, $5 each. Wholesale price, $2.50 each. F.O.B. Bellows Falls, Vt.

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Dealers: Keep Your Eye on This Department for New Lines

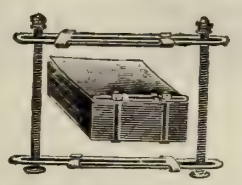
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one devoted to record filing cabinets, the other to filing system supplies. There are most complete in their treatment of these lines and are so profusely illustrated that they are real helps to dealers in selling, affording many suggestions to office men for bettering their equipment and office systems and, of course, at the same time, suggesting various avenues for added sales to stationery dealers.

NAIL AND CUTICLE NIPPER

A new line of nail and cuticle nippers is being placed on the market by the United Die & Tool Works, Newark, N. J., makers of fine precision tools. The new nippers may be had in either full polished nickel or with satin finish handles and polished nickel head. Another feauture of these nippers is the spring, which is made of spring bronze, giving easy action and eliminating, the manufacturers claim, the ordinary grinding into the handle, as is the case with some steel springs. They are made in seven styles.

ADD LISTS RECEIVED

From Booum & Pease Co., New York, comes their price list No. 8, to the Standard Catalogue No. 45, being a convenient pocket form price list of all this firm's blank books, with the numerical arrangement of numbers, the detailed description of each item and the alphabetical index, it embodies the features of both catalogue and price list. List No. L12, deals with the Boorum & Pease loose-leaf products. It has a most convenient marginal index for ready reference and covers in compact form the whole loose-leaf line.

LISTS RECEIVED

A new ten-page list comes from W. V. Dawson, Ltd., Montreal, devoted entirely to numbers, descriptions and prices of McMillan Ring Books as sold by Dawson's.

PROFITS AND PENCILS

With pencil he could finger out
A profit raising chickens;
Pencil after pencil the good old scout
Went ciphering like the dickens.

But, oh! the schemes of men and mice,
The slip 'twixt lip and cup,
The doggone pencils rose in price,
And ate his profits up!

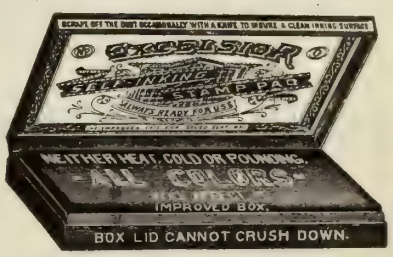
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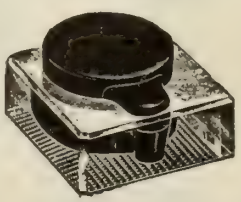


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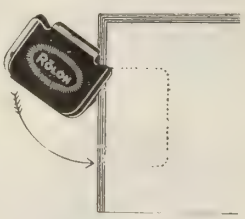
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A new line of British-made erasers are being introduced to the Canadian market by the Clyde Rubber Works, of Renfrew, Scotland. Besides regulation oblong erasers, there are beveled end erasers, circular typewriter erasers and triangular models.

JOHN LONG'S NEW LIST

From John Long, Ltd., London, Eng., comes their April, 1920, catalogue of over a hundred pages, descriptive of this firm's extensive publications, including fiction, general literature, poetry and drama, Carlton classics, modern classics and the Haymarket novels. Five pages are taken up by the novels of Nat Gould, and the statement is included that to date over 20,000,000 copies of Nat Gould's novels have been sold. Nat Gould's novels have been published by this publishing house for the past fifteen years.

HOW TO GET LIKED

There was a boss, and he acted just as if he wasn't one. And everybody liked him.

There was a stenographer who kept a dictionary at her right. And the boss liked her.

There was a salesman on the road who acknowledged to his customer that the reason for his success was largely due to the quality of the goods he was selling. And the buyers liked him.

There was a new superintendent who had tact enough to wait two days before introducing a new system. And the organization liked him.

—Silent Partner.

Once, the only competition a retailer had to face was price. To-day, price still counts to a certain extent, but the real basis of present-day competition is service. No matter what class or quality of goods a merchant handles, no matter how low his prices, the service that holds trade or draws it from competitors is service—a willingness to please.

Great business have been built upon this one thing. Hundreds of retailers have gone bankrupt because they did not recognize this great necessity.

The customer who complains is actually doing you a favor, and the very fact that he complains proves that, unconsciously, he has your interest, as well as his own, at heart. Wouldn't you prefer that he complained rather than that he should quit you cold?

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(1913)
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Good Selling Specialties for the Stationery Trade
---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines



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Half Steel, Half Coppered Wire
Mfg. by

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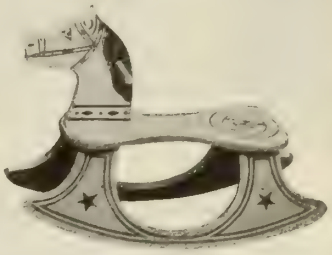
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Made in 2 sizes.

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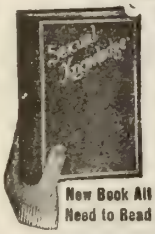
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Best Sellers Among Book Staples

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Write for our Wholesale Catalogue.
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Elbe File and Binder Co., 97 Reade St., N. Y. City.

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Davis Novelty Co., Mappin Bldg., Montreal, Que.

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W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
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Pugh Specialty Co., 38 Clifford St., Toronto.

CHAIR PADS
Can. Manufacturing of Novelty, 13 Boucher St., Montreal, Que.

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International Cable Directory, 17 State St., New York, N.Y.

CRAYONS
Binney & Smith, New York.
A. R. MacDougall & Co., 468 King St. West, Toronto.

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Copp, Clark Co., Toronto.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
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Good advertising at minimum cost.

A useful reference continually used by all members of the trade.

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25 VARIETIES.
Send for price list
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Pictures, Frames, Mirrors, Statuary — everything in Picture Framing outfits. $150.00 will start you in a profitable line of business. Crayon and Water Color Portrait Enlargements. Send your pictures to me. I will frame them at low prices. I manufacture 500 different pieces of beautiful French bronze finished statues. $75.00 will make a beautiful display.

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Waste Paper Balers
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Good advertising at minimum cost.
A useful reference continually used by all members of the trade.

20c A LINE 20c

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Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Ltd., 539 King St. W., Toronto
National Blank Book Co., Holyoke, Mass.
Rockhill & Vietor, 22 Cliff St., New York City.
Elbe File and Binder Co., 97 Reade St., N. Y. City.

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Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

PAPER BALERS
Climax Baler Co., Hamilton, Ont.

PAPER FASTENERS
O. K. Manufacturing Co., Syracuse, N.Y.

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Buntin, Gillies & Co., Toronto.
Clark Bros. & Co., Winnipeg, Man.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Menzies & Co., Ltd., Toronto.
A. R. MacDougall & Co., 468 Kink St. W., Toronto.

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Arthur H. Kempton, 511 St. Catherine St., Montreal, Que.

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Can. Manufacturing of Novelty, 1 3Boucher St., Montreal, Que.

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Standard Playing Card Co., Chicago, Ill.
U. S. Playing Card Co., Windsor, Ont.
E. Davis & Co., Drummond Bldg., Montreal.

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Menzies & Co., Ltd., Toronto.
A. R. MacDougall & Co., Toronto.
Pugh Specialty Co., 38-42 Clifford St., Toronto.
Valentine & Sons Publishing Co., Toronto.

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Rivet-O Manuafcturing Co., Orange, Mass.

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Rivet-O Manufacturing Co., Orange, Mass.

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Warwick Bros. & Rutter, Toronto.
Davis Novelty Co., Mappin Bldg., Montreal, Que.

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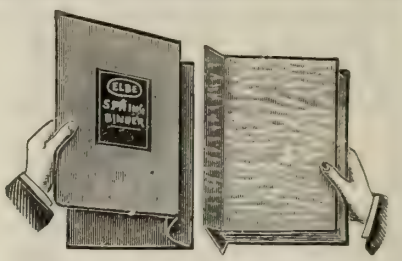
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The Copp, Clark Co., Wholesale Stationers, Toronto.
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Get the best and have a business-builder.

Four tones—light—medium—full and extra loud. Please specify tones when ordering.

If you have not received my latest catalogue of Phonograph Supplies, write for it to-day.

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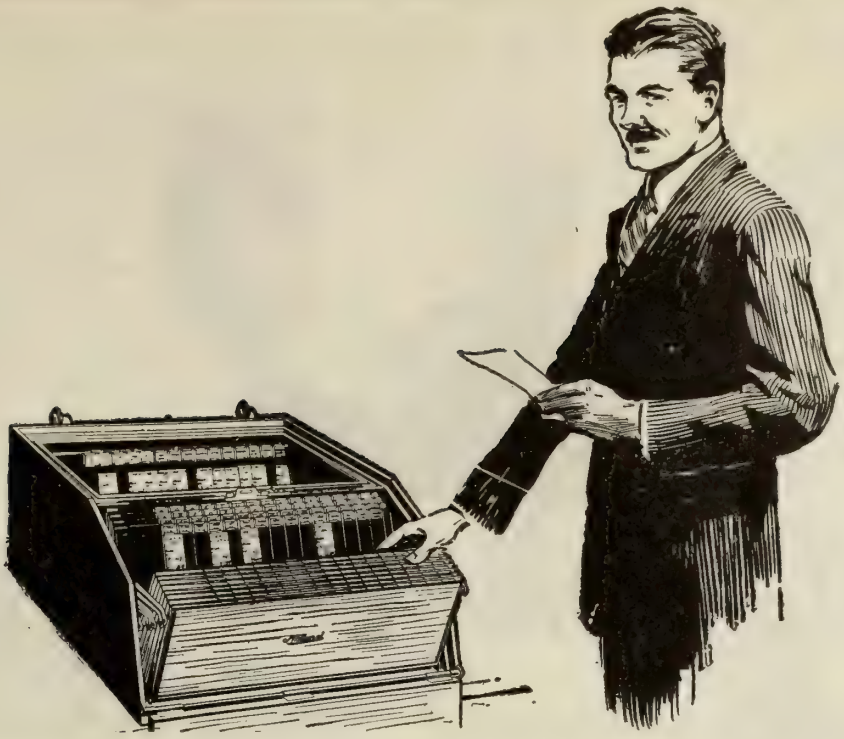
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It protects every credit record until it is paid in full.

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Hamilton	14 Main Street E.
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Montreal	122 St. Catherine Street W.
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With The Saturday Evening Post off the newsstands in Canada for the present—

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You're going to lose a lot of revenue, and profit.

And you'll need to make that loss up, some way!

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IT PAYS THEM TO DO SO.

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To the Circulation Manager

MACLEAN'S
"CANADA'S NATIONAL MAGAZINE"
Toronto

Please give me full particulars of your big money-making proposition to newsstands.

Name .....

Address .....

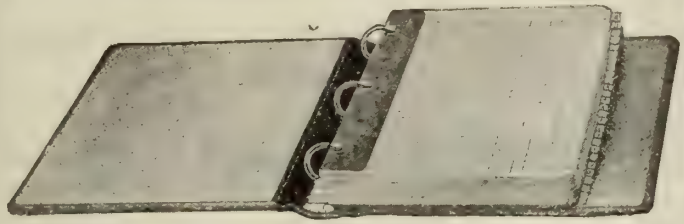
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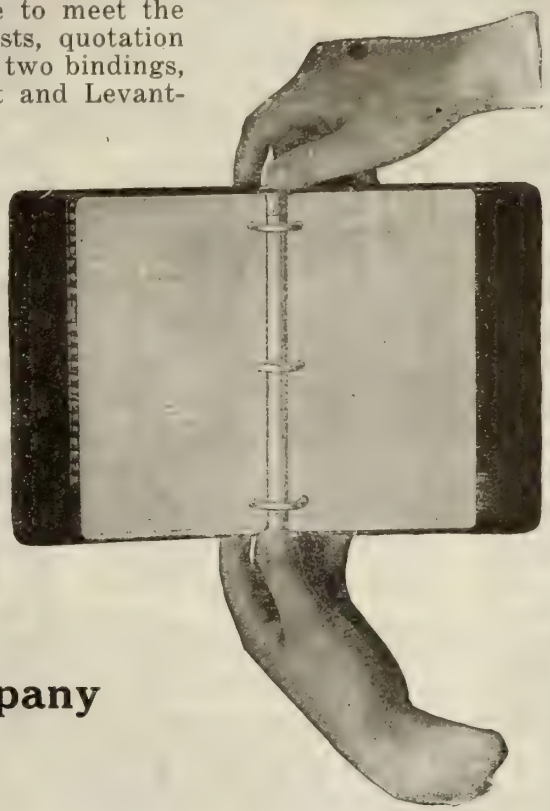
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Stock these made-in-Canada loose leaf books. Sold only to dealers.





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Stock these Special Purpose Records.
They will prove to be ready sellers.

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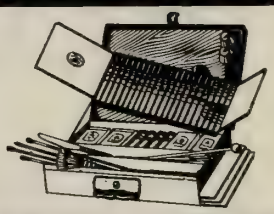
This Style L Cabinet of MOORE PUSH-PINS sells twice as much with half the effort. Get one to-day from your Jobber.

Cost - $15.00
Sells - $22.50

Will more than double your sales.

MOORE PUSH-PIN CO.
Berkley St., Philadelphia, Pa.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.



PLAYTHINGS

The American Toy Journal

18th year of publication and the largest Toy Magazine in the World.

The editorial pages give all the news of the Industry and there are 300 to 500 Business Announcements in every issue

Subscription—$2.00 per year. (Foreign $3.00

Send your subscription NOW

Playthings 118 E. 28th Street NEW YORK

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We are open to appoint agencies in cities and towns where not at present represented.

This offers a first-class proposition for Office Specialty Distributors.

For full particulars apply

The Empire Typewriter Co.
of Canada, Limited
126 ST. PETER ST. MONTREAL, P.Q.

Every Dealer Should Sell



THE SANITARY "O.K." ERASER

DISPLAY FURNISHED WITHOUT CHARGE

This display case holds one carton Typewriter and one carton Pencil Erasers, one doz. to each carton; two boxes Typewriter and two boxes Pencil Fillers, one doz. to each box. The case being adapted to receive the two cartons and four boxes, it can be readily and easily refilled from stock as required.

This case is finished in five colors having a strong metal frame and is exceedingly attractive. We prefer to send this case out filled, charging only for the Erasers and Fillers at the regular trade price.

This silent salesman tells, in a nice way, a story that is convincing. Sent through your jobber or direct.

The O.K. Manufacturing Co., Syracuse, N.Y., U.S.A.

You Probably Carry
WORK-ORGANIZERS

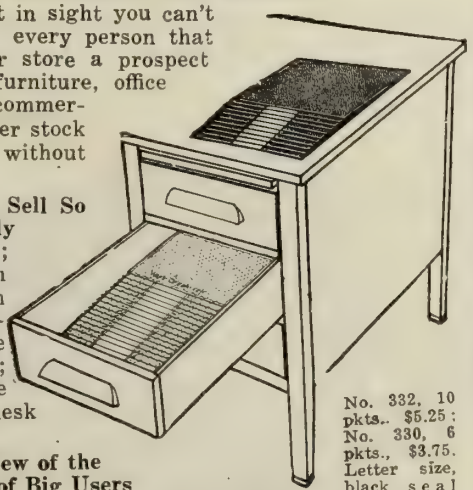
if not, you've overlooked a good seller; make good in use; repeat great; liberal margin.

So Practical and Valuable

that if kept in sight you can't keep them; every person that enters your store a prospect No office furniture, office supply or commercial stationer stock complete without them.

Why They Sell So Easily

Inexpensive; lie flat on desk or in drawer; organize the day's work; solve the littered desk problem.



Just a Few of the Thousands of Big Users

Alex. Hamilton Institute
Postal Life Ins. Co.
Beechnut Packing Co.
Old Dominion Steamship Co.
Frederick Stearns & Co.
Pennsylvania Steel Co.

No. 332, 10 pkts., $5.25; No. 330, 6 pkts., $3.75. Letter size, black seal grain, Fabrikoid cover. All flat, open in front, your own subject labels.

In Drawer No. 734, handsome paper, 15 pkts., $2.25; No. 732, 10 pkts., $1.90; No. 730, 6 pkts., $1.50. Letter size. Ten other styles.

Work-Organizer Specialties Co.

87 JEFFERSON AVE., DETROIT, MICH.

One for Every Business Phone

One for Every Switchboard



Detachable style



Desk style
Capacity 440 Names.



Style F Desk Type
Capacity 1035 Names



For Switch Board Operators
Style R Desk Type
Capacity 1400 Names

Hunting in the directory for frequently-used telephone numbers is now a needless waste of time. Dealers! You can cash in on the ingenious device which has brought this about. You can gain your busy customer's good will by selling him the Meilicke Active Telephone List. Through its ready, rapid, fingertip action the Meilicke Phone List almost sells itself. On a customer's desk or switchboard it builds more sales. Every wideawake business man who sees one wants one like it.

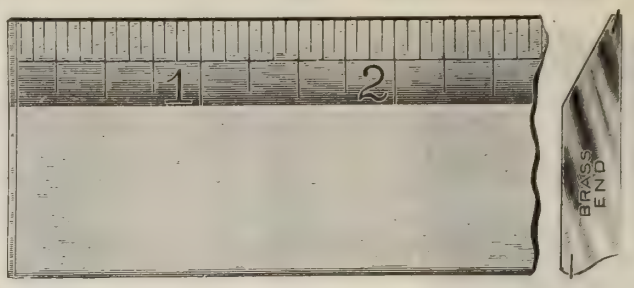
These compact, attractive necessities are built in two types, desk and detachable. Both types have flexible, self-closing indexes mounted on stout metal standards, tilted just right for ready reference. They are finished in telephone black.

Desk types are mounted on solid bases with rubber feet to prevent scratching or marring of desks. The detachable style clips instantaneously to transmitter post of instrument without bolts or screws.

Every progressive stationer will be interested in the Meilicke proposition to dealers. Write for it.

Meilicke Calculator Company

362½ North Clark Street
Chicago, Ill.



The stationer who does not carry Arrow Brand Boxwood Rulers, is omitting one of the most profitable items of a well-stocked establishment.

These are steady, consistent sellers and can be procured from your jobber or us in any quantities.

A small supply will convince you of their value as high-class merchandise.

Westcott-Jewell Company
Seneca Falls, N.Y.

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The M. & V. trademark stands for longer Wear and Better Service



100% Satisfaction



There's a big reason behind the incomparable quality of "M & V" Typewriter Ribbons and that big reason is this—

Only the best of ingredients, scientifically combined, are processed under the "M & V" trademarks in a manner that imparts to them an unequalled permanecy, reliability and indelibility.

You can always depend on constant repeats and steady, "worth-while" profits when you feature "M & V" brands—the 100% satisfaction-winners.

Branches in the prominent cities in the U. S.
Agencies in every part of the world;
in every city of prominence

Mittag & Volger, Inc.

Principal Office and Factory
Park Ridge, N.J., U.S.A.

This attractive display case will increase your pencil sales



Ask your wholesaler to send you this attention-compelling counter display stand for **Cane's Canadian-Made Pencils.** You'll find it will boost your pencil sales in a remarkable manner without any selling effort on your part.

Each stand contains half a gross—tipped and finished in six different colors, one half of which sticks up.

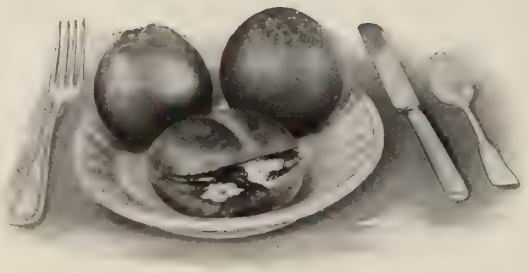
Your wholesaler can send you one. It costs you $2.50 and the pencils retail at 5c each.

The Wm. Cane & Sons Co.

NEWMARKET, ONTARIO

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA



Picnic Time

Feature these hygienic paper products as indispensable helps for the Summer Season. A timely display and a little educational work just now will greatly increase your sales.

Paprus Moulded Pulp Plates
In sanitary, dust-proof packages and in bulk. Four sizes, five, seven, eight and nine inch. The cleanest, strongest and cheapest plates to be had.

Lily Paper Cups
Sanitary, easy to carry. Made of waxed paper throughout. Sold in original packages of five, and in tubes of 100 cups.

Sanispoons and Saniforks
The handiest little household helps. Cleanly and strongly made from Moulded wood pulp.

Lace Paper Doilies
Save laundry bills, add to the appearance of a well-set table. In bulk and in transparent envelopes.

Tissue Tablecloths
Pure white crepe tissue, size 42x56 inches.

Tissue Napkins
A very large range of dainty designs, in fast colors, strong crepe paper.

Handy Picnic Packages
Containing one white crepe tablecloth and twelve napkins.

Waxed Paper
For wrapping lunches, lining baking tins, and many other household uses. Five, ten and twenty-five-cent sizes.

SAMPLES AND PRICES MAILED ON REQUEST

Buntin, Gillies & Co.

HAMILTON LIMITED CANADA

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-five years the recognized authority for those interests.

VOL. XXXVI. PUBLICATION OFFICE: TORONTO, JULY, 1920 No. 7

Wit, Fun and Humor Shine Out From Edwards' Summer Book

Choice Excerpts From the "Calgary Eye Opener," Illustrated By the Vivacious Forrester, Make Up Summer Annual Warranted to Drive Away the Blues—Laugh, and the World Laughs With You—No Cause to Weep Over This Book

(By E. W.)

Round about twenty years ago I came out from England to Canada, and in due course of time struck the wild and wooly west, "somewhere in Saskatchewan." In the painful periods of batching in a lonely shack on the prairie, living on the time honored liver and flap jacks for the needs of my material being, I solaced my thirsty soul for knowledge by reading the Montreal Witness, and the Family Herald and Weekly Star. I had previously gazed with amazement and curiosity on the local sheets produced on the prairie, and wondered why such items as "Get your barbed wire at Findlay's," should follow an item describing someone's new litter of pigs, or "Carload of salt just arrived. Get yours at Perkins' Place" should be immediately adjacent to the item relative to the appointment of a town constable, until suddenly "The Eye Opener" burst upon my astonished gaze. After reading the first few items mixed feelings, alternately shocked and amazed at such a radical departure from staid journalism, my sense of humor got the better of me, and I decided that here was a paper that must be followed up. Accordingly I bought the "Eye Opener" whenever I could, and have been kept going in a series of chuckles ever since. I think some thousands of other people have too, and now I have to welcome "Bob Edwards' Summer Annual."

Some Joyous Hilarity

To those poor souls who have never read the "Eye Opener" and happen to buy a copy of the annual, they are due for a few hours of joyous hilarity. To those who have read most of the items in the weekly issues, the little annual will come as a reminder of many a hearty laugh in bygone days. The book is crammed full of stories, some true, and many of them woven from the imaginative brain of the inimitable Edwards.

Have a Smile

In many cases they are all good. Even the foreword, (I wonder at Bob using that expression) is written in his own style, and quite in line with the contents of the annual. After explaining why he has published the book, he goes on to say:

"In order to properly attune your mind, dear sir or madam, to a full appreciation of this brand of literature, it is of the highest and most vital importance that you throw a few stiff jolts under your belt before starting in. In other words, have a smile 'on your own' first, in case you fail to get a smile out of the book."

Much in Store Yet

Well, I have nothing to criticise in the annual, except to say there are a number of stories which I would have liked to have seen, but there you are, one cannot cram the contents of twenty years "Eye Openers" into an annual of ninety-one pages. I think most of the stories are fairly recent, but at least the hope can be expressed that future annuals will be issued, and some of the earlier numbers dug into for good stories, for there are lots of 'em. In fact, there is enough stuff to keep going for a good many annuals, and when Bob does happen to shuffle off, the annual could be produced for a number of years afterwards. I remember that years after Charles H. Spurgeon died they continued to produce one of his sermons every week, and I believe the supply has not yet run out.

A Hopeless Task

It is rather a hopeless task to try and pick out items for quotations, and the very best thing to be done is to simply buy the book for yourself, get a prescription, go home, and make a night of it. You can take a day off afterwards to massage your ribs. They will likely be sore.

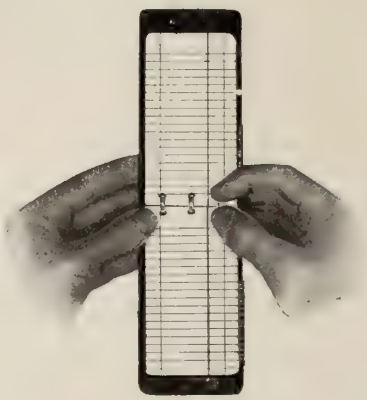
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First Edition of Thirty Thousand Already Sold
Second Edition Now On the Press

THE MUSSON BOOK CO., LIMITED, Publishers, TORONTO
CLARK BROS. & COMPANY, LIMITED, Selling Agents - - - - - WINNIPEG

LUCKETT'S STERLING LINE

ARE YOU SHOWING MEMOS?



VACATION TIME IS MEMO TIME

Every man or woman going on a holiday has certain things to remember. Hotels, Rail and Boat connections, places to see, things to do, address of people to see and cards to send—in fact there are

ONE THOUSAND AND ONE

uses for a LUCKETT'S STERLING LINE Memo Book. Don't overlook our Address Sheets in regular Memo sizes, and be sure to show

OUR PERPETUAL DIARIES

Put in a window featuring these points and watch your Memo Sales increase.

THREE STYLES
- **Morocco Leather, regular construction.**
- **Levant Cowhide, solid leather, very flexible.**
- **Morocco Sterluck in regular construction.**

DISPLAY CARDS SENT ON REQUEST.

LUCKETT LOOSE LEAF, LIMITED
TORONTO

BOOKSELLER AND STATIONER, July, 1920. Volume XXXVI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

Pay $76.20 *Get $122.25* *Make $46.05*

We can supply a limited number of these 4-piece very attractive Window Trims with the following specially selected Assortment of

"FRENCH ORGANDIE"
STATIONERY

An exceptionally fine quality Stationery and well advertised in leading publications. The 3-panel folding window back as illustrated is approx. 5 ft. wide by 3 feet high. Color scheme, old rose, royal blue and light green.



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6	Elite size	at 32c. each,	retails 55c.
6	Princess size	at 35c. each,	retails 60c.
6	Empress size	at 35c. each,	retails 60c.
6	York size	at 35c. each,	retails 60c.
6	Marquess size	at 35c each,	retails 60c.
6	Club size	at 48c. each,	retails 85c.
3	Corresp. Card (plain)	at 42c. each,	retails 75c.
3	Corresp. Card (gilt)	at 52c. each,	retails 90c.

Note Papers

1	Ream Elite size	at $2.50,	retails $4.50
1	Ream Princess size	at 3.25,	retails 5.75
1	Ream Empress size	at 3.25,	retails 5.75
1	Ream York size	at 3.25,	retails 5.75
1	Ream Small Oct.	at 3.25,	retails 5.75
1	Ream Large Oct.	at 3.80,	retails 6.75
1	Ream Club size	at 5.00,	retails 8.75

Envelopes

½ M.	Elite size	for $3.25,	retails $5.70
½ M.	Princess size	for 3.25,	retails 5.70
¼ M.	Empress size	for 1.63,	retails 2.85
½ M.	York size	for 3.25,	retails 5.70
¼ M.	Marquess size	for 1.63,	retails 2.85
½ M.	Small Oct.	for 3.25,	retails 5.70
½ M.	Large Oct.	for 3.75,	retails 6.60
½ M.	Club size	for 4.50,	retails 7.90
½ M.	Misses Vis. Cards	for 2.43,	retails 4.25
½ M.	Ladies Vis. Cards	for 2.43,	retails 4.25

Tablets

10 Note size at 13½c, Retails, 20c. 10 Empress size at 25c, Retails 40c.,
10 Letter size at 26½c Retails 45c.

Write our nearest branch today.

Barber-Ellis Limited

TORONTO BRANTFORD WINNIPEG CALGARY VANCOUVER

The N. C. R. Printing Plant

One of the largest and best private print-shops in the world

THIS big plant occupies one of the 21 buildings of The National Cash Register Company's factory at Dayton.

It is maintained by the Company to make supplies which will enable users of N. C. R. systems to get the utmost service from their National Cash Registers.

The demand from hundreds of thousands of merchants who are using National Cash Registers keeps this big plant busy, day in and day out, printing statement books, saleslips, and other supplies.

It is a big industrial plant in itself.

The building where it is housed has a floor space of more than 81,000 square feet. It employs hundreds of men and women. It includes a complete photo-engraving and electrotyping shop, and a bindery. It is equipped to print anything from a salesman's name card to the most intricate color printing. The machinery is valued at many thousands of dollars.

Every year it turns out nearly 6,000,000 pounds of printed matter.

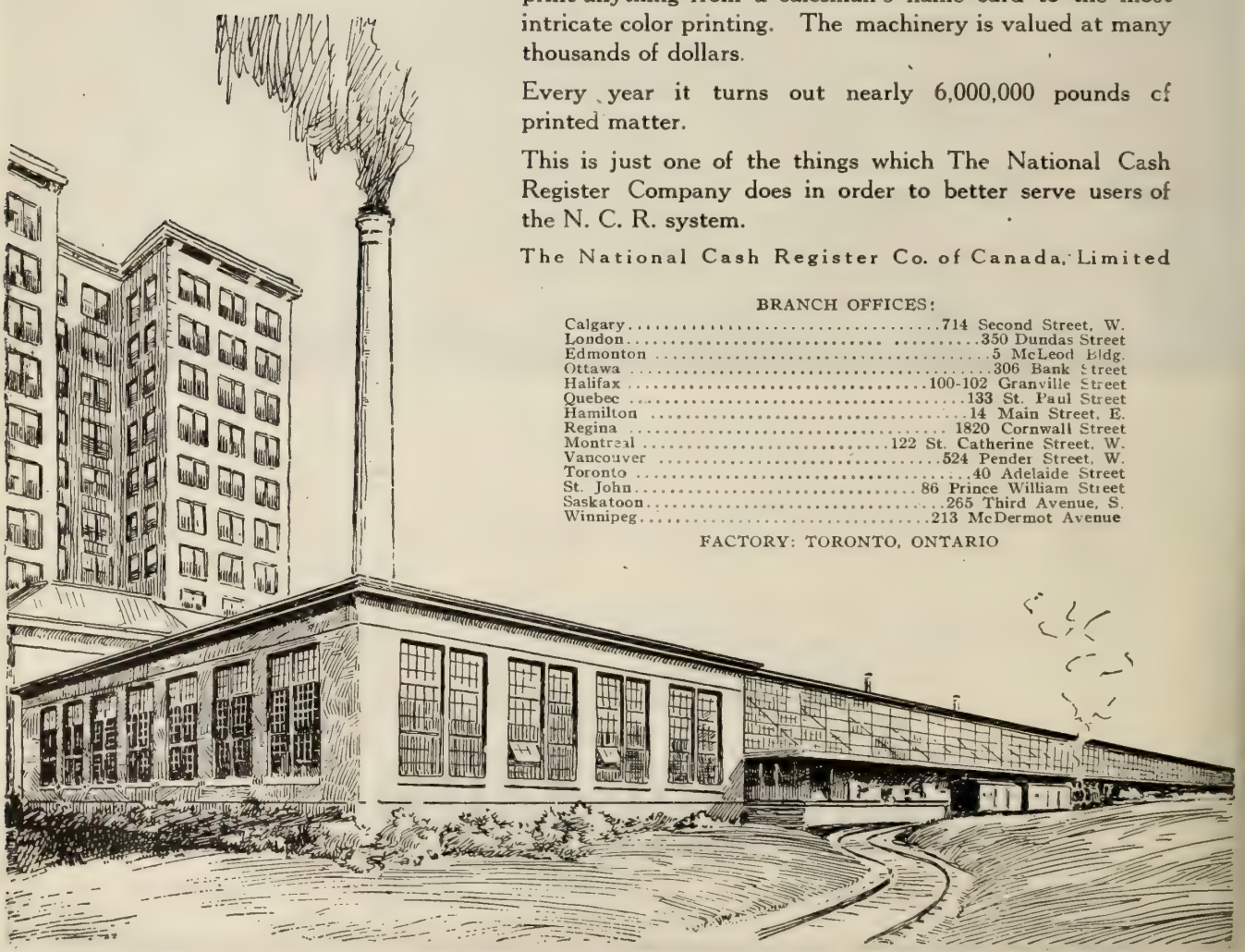
This is just one of the things which The National Cash Register Company does in order to better serve users of the N. C. R. system.

The National Cash Register Co. of Canada, Limited

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Calgary	714 Second Street, W.
London	350 Dundas Street
Edmonton	5 McLeod Bldg.
Ottawa	306 Bank Street
Halifax	100-102 Granville Street
Quebec	133 St. Paul Street
Hamilton	14 Main Street, E.
Regina	1820 Cornwall Street
Montreal	122 St. Catherine Street, W.
Vancouver	524 Pender Street, W.
Toronto	40 Adelaide Street
St. John	86 Prince William Street
Saskatoon	265 Third Avenue, S.
Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO





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you will be interested in

CRANE'S STANDARD

Four and Five-Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets—5 sections of letter size—to each package of envelopes and charging ¼ of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of ¼th reams and ⅛th M in a huge variety of sizes, in quantities of not less than 5 reams and 2½ M.

Canadian funds accepted at par.

MADE IN BERKSHIRE
EATON, CRANE & PIKE CO.
REG'D
U.S.A.

EATON, CRANE & PIKE COMPANY
New York *Pittsfield, Mass.*



INVEST

Liberally in a good stock of our wonderful new line of Valentines, St. Patrick, Easter and Mother's Day cards.

Plan your campaign for these occasions and put some "pep" into your displays.

Any dealer who just buys a few numbers because he thinks he has to have some is only toying with his opportunities.

Get into the game right and we will co-operate with you to the limit on sales helps which will insure the success of your campaign.

Our line is second to none. No Duty. No Exchange. Prompt Deliveries. Big Profits for the Retailer. Effective sales-compelling displays with each order.

Made in Canada.

William E. Coutts

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TORONTO

COUTTS
MADE IN CANADA
GREETING CARDS

Member of the Greeting Card Association

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



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Drawing Inks
Eternal Writing Ink
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Drawing Board Paste
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Are the finest and best Inks and Adhesives

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Branches: Chicago, London

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Esterbrook #788 Oval Point



Most Large Industrial Establishments, Banks, Schools, Etc., Buy Pens in Quantity

Esterbrook Pens

are more used than any other writing unit

Your opportunity for Quick Turnover and good profits in the sale of pens leads to the cultivation of this large trade.

You can guarantee prompt delivery of any style of Esterbrook Pens and can offer a thoroughly comprehensive assortment — a pen for every purpose — a pen for every hand.

Write today for catalog and full information

61st Year

Canadian Agents · Brown Bros., Ltd., Toronto, Canada

Esterbrook Pens "Easiest to sell!"

WORK-ORGANIZERS

Sell At Sight

All desk-workers need them; executives quick to see their value; make good in use; repeat great; margin is liberal.

Practical and Valuable

WORK-ORGANIZERS chase away the littered desk problem; keep desks cleared for action; organize the day's work; save time and prevent errors.



Supply Your Trade

Other dealers selling quantities to banks, boards of commerce and firms in all lines of business. Supply the demand in YOUR vicinity.

Just keep WORK-ORGANIZERS where they can be seen they'll move.

Just a Few of the Thousands of Big Users

American Cash Register
Bissell Carpet Sweeper
New York "Evening Post"
Columbia Phonograph
New Era Mfg. Co.
House of Kuppenheimer

No. 332, 10 pkts., $[illegible]. No. 330, 6 pkts., $3.75 Letter size, black seal grain, Fabrikoid cover. All flat open in front, your own subject labels.

In Drawer No. 734, handsome paper, 15 pkts., $2.25; No. 732 10 pkts., $1.90; No. 730, 6 pkts., $1.50. Letter size. Ten other styles.

Work-Organizer Specialties Co.

87 JEFFERSON AVE., DETROIT, MICH.



A popular quick selling pen: THE

"ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this daily writing pen will prove a mighty fine seller for every live dealer



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

PROTECTS YOUR FINGER.



"ARGUS" Paper Fasteners



New patent—finger guard absolutely prevents point pricking. Made of steel and always stays in place. Cost no more than others and sell readily. Write for FREE sample.

You Can't Lose Pen or Pencil



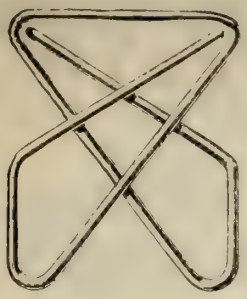
State for Pen or Pencil

Full Size

This wonderful UP-TO-DATE combination clasp and yearly calendar will more than pay for itself by saving pencils and time. At all good stationers or from us 20c. stamps or coins.

ARGUS MFG. CO. Dept. 10

402-406 N. Paulina St., CHICAGO, ILL.



IDEAL CLAMP
No. 2
Packed 50 to a box
10 boxes to a container

THESE SPECIALTIES ARE READY-SELLERS AND GOOD PROFIT PRODUCERS

Indispensable Products

POPULAR PAPER CLIPS

GEMS Nos. 1, 2 and 3. IDEAL clips and clamps.
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"MILLIONS DAILY"

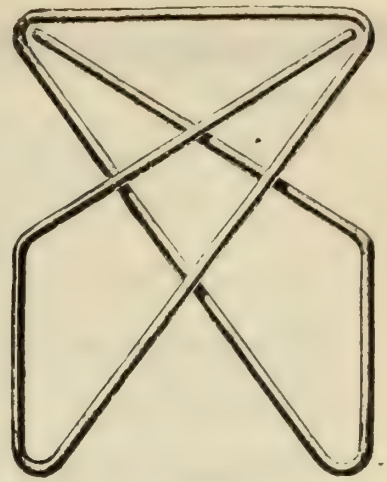
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5-8" 9-16" 1-2" 7-16" 3-8" 5-16"

STEEL, NICKEL PLATE OR BRASS PLATE, SOLID BRASS ENAMELED; RED, WHITE, BLUE, GREEN. NUMERAL.

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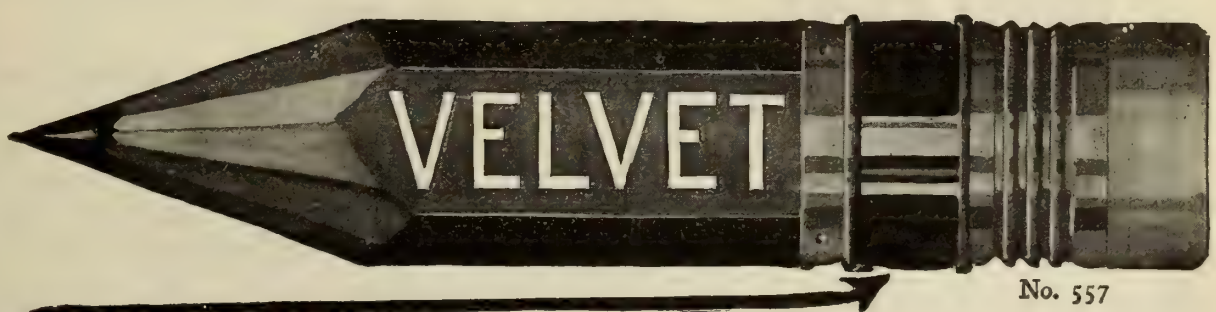


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also made *without tip* in 4 degrees—Round and Hexagon.

"Old Reliable" is what a host of pencil users call VELVET. It is the finest medium-priced pencil made; and is a trade builder you cannot very well do without. As its name indicates: *It writes "smooth as velvet!"* By the *identifying blue band* on its tip will you know it!

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Best results can be secured *only* with the best materials

Ability counts for much, but whether it be the child in the kindergarten, student in school, amateur or professional artist, smoothly working crayons breed a desire to do best work always.

"CRAYOLA" stands supreme in the field of Artists' and School Drawing Crayons.

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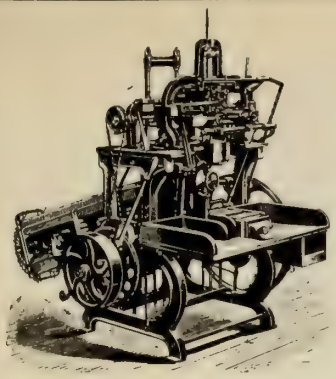
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Send for latest catalogue. We are continually adding to our line and while we try to keep the trade informed of new numbers, you may have been missed on just the thing you want. Samples gladly furnished on request.





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The scarcity of envelopes that has been so pronounced during the war is bound to give rise *now* to an enormous demand quite beyond the capacity of the firms at present engaged in their manufacture.

"Leader" Envelope Machines, of which we are the exclusive makers, are so simple in operation that they can be handled with ease, and their capacity is only limited by the operator's dexterity.

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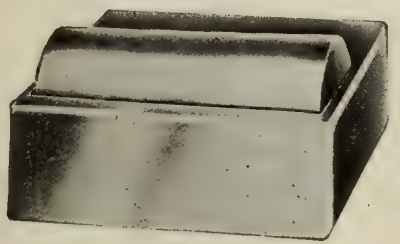
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By Paul Gauguin

Translated by O. F. Theis

The great French painter's own story of his flight from civilization and his life among the natives of Tahiti, in the South Seas.

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should I send my Real Photo Post Card Printing, Enlarging, etc., to Matthews, Bradford

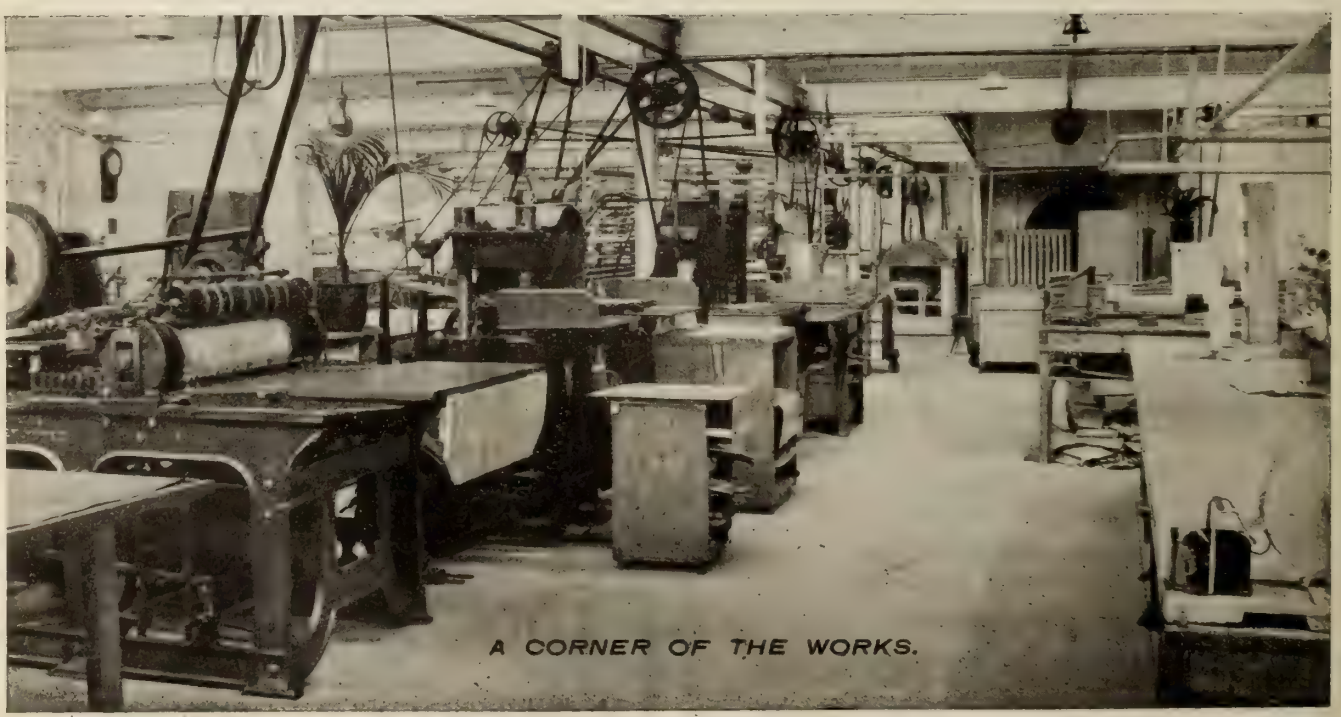
Because!

1. I cannot get better work elsewhere.
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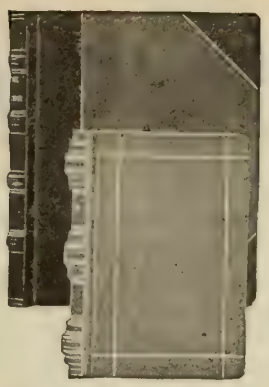
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A CORNER OF THE WORKS.



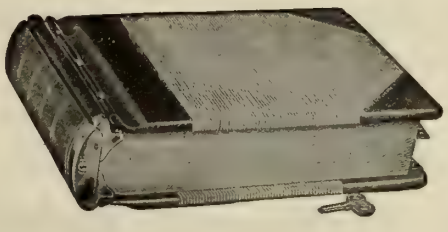


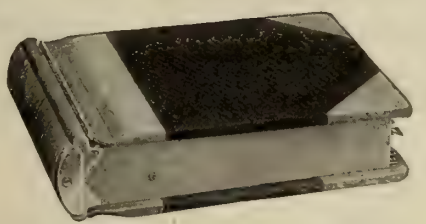
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National Miniature Blanks are ruled for journals, ledgers, records and cash books. Yorkshire Ledger, Saxon and Eagle papers are used in the various grades. They are made full bound, three quarter bound and half bound. Stock these blank books which are widely used by individuals, lodges, and societies. They are as beautiful in appearance as they are practical in usage.

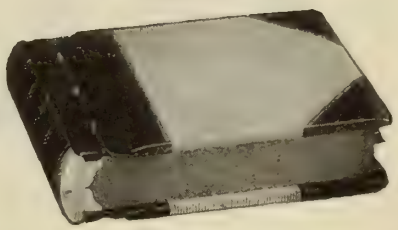
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DOMINION LOOSE LEAF LEDGERS



DOMINION Loose Leaf Ledgers embody the most practical ideas in design and construction. They supply all the service that can possibly be put into an account book. The bindings are attractive and durable. Stationers find these Made-in-Canada a solid foundation upon which to build up a permanent Loose Leaf trade among big business houses.





DOMINION BLANK BOOK CO., Berthierville, P.Q.

DeLuxe Line QUALITY

For more than twenty years the entire energies of this organization have been devoted solely to the design, manufacture and sale of loose leaf devices and supplies.

Based on the idea of correct construction combined with the best quality of material and workmanship, and backed by honorable business methods, fair prices, and progressive policies—the De Luxe Line of loose leaf products has attained the largest sale in the world.

The De Luxe Line is complete, including as it does every type of loose leaf device—from the smallest pocket memorandum book to the complete outfit for mechanical bookkeeping.

Our new plant more than doubles previous production facilities, assuring prompt service, and inquiries are invited.

Wether you buy finished products or metal parts only the superior quality will be apparent.

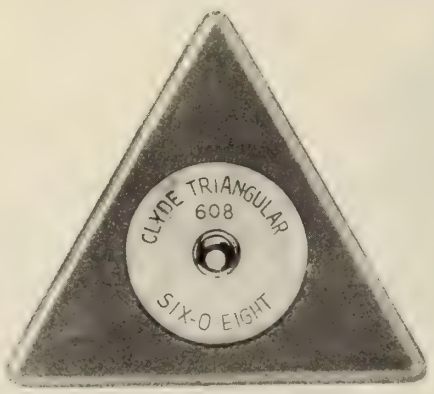
We are accepting Canadian Funds at par and the proceeds of our Canadian sales are being invested in Canadian securities.

WILSON-JONES LOOSE LEAF COMPANY

Largest Manufacturers of Loose Leaf Products in the World

3021 Carroll Avenue
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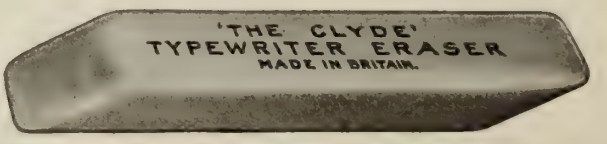
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The standard of quality is the highest and terms are the best obtainable.

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THE GORGEOUS GIRL

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Mrs. Bartley has again written a novel that will interest thousands of women and doubtless cause many heated discussions in cliques where parasites or commercial nuns foregather.

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This unique and powerful mystery story has been filmed and will be shown shortly through all Canada. Be sure that you get your share resulting from the extensive advertising.

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Price 1.75

THERE IS NO BASE LIKE HOME - H. C. WITWER - $1.75

An Open Letter from H. C. Witwer—

to his Publisher, S. B. Gundy

Harmony Hall,
What-Are-Yonkers, N. Y.

Gentlemen of the Jury:

It has reached my rather large ears that they seems to be considerably misapprehension (I shake a wicked dictionary, hey?) with the regards as to whether my undyin' volumes is bein' published by the Bell Telephone Company, Bradstreets or the Baldwin Locomotive Works. I will, therefore, set all rumors at rest by shriekin' the followin' bold and inalienable proclamation, viz, and to wit.

Beginnin' with that classic now startlin' all Europe, ie, "There's No Base Like Home" (which has just fled from the presses) each and every book which manages to escape from my busy brush in the future, will be published and offered to a exclusive coterie of somethin' like eight million followers of the art of readin' by S. B. GUNDY, Toronto.

I have tried other publishers here and in America and this seems to have caused the idea to creep around hithers and yon that the only house which wasn't publishin' me at present was Haig & Haig. They is a little story which Adam often used to spring on Eve after they had been gave the raspberry from the Garden of Eden and had little or nothin' to laugh at, which covers the situation like a tent,—

A colored gent which had been ridiculous enough to assassinate his equally colored wife and as one result found himself in jail, was asked by a fellowlodger how long he had to serve. The newcomer let forth a sigh, gazed thoughtfully through the bars and answered as follows,

"From now on!"

So trustin' that this will remove all doubts, worries, anxieties and the etc, I will say that S. B. GUNDY will be my sole and exclusive publisher—FROM NOW ON!

Unquestionably yours,

H. C. WITWER.

MAKE INCREASED BOOK SALES PAY THIS YEAR'S STORE RENT

Doubleday Page & Co.
Country Life Press
Garden City - N.Y.

S. B. GUNDY 25 Richmond St. W. Toronto Canada

OXFORD UNIVERSITY PRESS

The Publisher's Page

TORONTO JULY, 1920

Improving Our Service

THE Directors of the Canadian Press Association decided last year that the MacLean Publishing Company was the largest and most important newspaper organization in Canada and must therefore pay the highest annual fee to the Association. The Montreal **Star** with its two big weeklies comes second, but the **Star** group had been doing business for 18 years before the MacLean Company began. While we have not the details upon which the Press Association based their decision we understand they figured that the MacLean Company had a larger advertising revenue. This is not the case. Lord Atholstan's properties probably carry a third more advertising, use more paper and have a greater total circulation. The MacLean papers on the other hand get more revenue from circulation; have to pay perhaps three times as much in salaries and wages and show considerably less profit.

Extra good service to readers first and advertisers next has been the cardinal principle upon which Colonel Maclean has built during these 33 years. In this work every man, woman and junior apprentice on our staff has had a share. We have tried to gather about us and train the best experts in the country. Here is the latest example of what we are doing:

In the recent annual examinations of the Toronto Technical School, session 1919-20, in the Typography branch—that is the department where they learn how to set type—only 2 7boys out of the whole city passed, of whom 10, or nearly 38 per cent. were boys of our own Composing Room, while in two out of the three classes MacLean boys stood at the head.

Several of our papers are the best of their class in the world but we are still far from satisfied with the service we are giving. As we can afford it, as the country grows, as our business grows, the service will be improved. We ask our readers to take these Technical School results as an evidence of our efforts to serve them better and better, for by giving a superior training to these boys we are laying the foundation for the still better work we hope to do in the future.

Readers can help us to give them a better service by sending in—direct to the President, Vice-President or General Manager—criticisms and suggestions.

Bookseller & Stationer

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THE MISSION OF THE ADVERTISING PAGES

By

WILLIAM S. POWER

President, Power, Alexander & Jenkins Company, Detroit

"The man who says he never reads advertisements, either is a proper candidate for the Ananias Club or is lacking in common business sense."

That is the way a big business man, the head of a successful corporation, put it in talking to his selling force a few days ago.

The advertising pages of the big National magazines are a barometer of business.

They are consulted by practical men and women just as the financial and social pages of the newspapers are consulted for the information they contain.

Time was, and not so very long ago, when the advertising pages were merely a direction of things for sale.

To-day they rank side by side with the editorial pages in the vital interest of the messages that they carry.

One does not often hear a slurring remark these days as to the unreliability of an advertising message.

Advertisements as a class have ceased to be unreliable.

Superlative and exaggerated claims have lost favor with advertisers.

No part of a magazine to-day is more carefully edited and more ruthlessly purged of unreliable statements than the pages that carry the advertising messages.

Advertisers have discovered that frankness and conservation and truth are the strongest allies that they can have in their efforts to win public confidence.

And so it is that to-day, as never before, men and women scan the advertising pages as carefully and with as deep an interest as they give to any other part of the magazines.

The advertising pages reach out to you in a spirit of friendship and co-operation.

That is their mission—to make a friend of you and to win your good-will.

To be sure they have something to sell you—but that is rather a secondary consideration, a by-product of advertising, if you please.

The big elemental aim is to win your good-will—when that is accomplished, the selling will follow as a perfectly natural result.

Look through the advertising pages of this magazine—note the carefulness with which the messages have been prepared—feast your eyes on the art that has been used in illustrating them—sense the friendly hand-clasp that they seem to extend toward you.

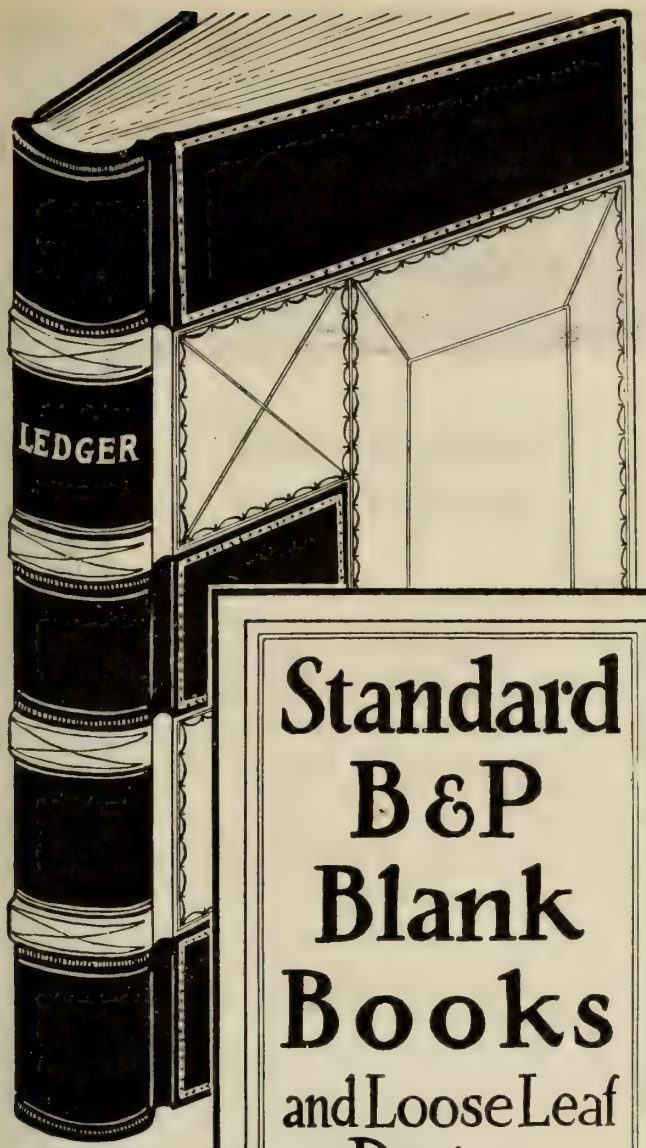
Then analyze them for yourself.

You will find that the products that are most persistently and effectively advertised are almost universally, the best and most dependable products.

That is a perfectly natural illustration of the law of cause and effect.

An advertisement is a pledge. The man who issues it puts himself on record. The public expects more of him—and almost invariably he measures up to expectations.

The development of advertising has put business on a higher plane. It has created a finer code of business ethics. It has made possible better products and lower prices. It has immeasurably increased the comforts of life by bringing within the reach of all the conveniences and luxuries that would otherwise be enjoyed only by the few.



Standard B&P Blank Books

and Loose Leaf Devices

THE LINE OF 10001 NUMBERS

Modern facilities backed by 80 years of experience assure the quality of Standard B&P Products

SOLD ONLY THROUGH DEALERS

BOORUM & PEASE CO.
NEW YORK

Standard B&P Blank Books and Loose Leaf Devices

One for Every Business Phone

One for Every Switchboard



Detachable style



Desk style
Capacity 440 Names.



Style F Desk Type
Capacity 1035 Names



For Switch Board Operators
Style R Desk Type
Capacity 1400 Names

Hunting in the directory for frequently-used telephone numbers is now a needless waste of time. Dealers! You can cash in on the ingenious device which has brought this about. You can gain your busy customer's good will by selling him the Meilicke Active Telephone List. Through its ready, rapid, fingertip action the Meilicke Phone List almost sells itself. On a customer's desk or switchboard it builds more sales. Every wideawake business man who sees one wants one like it.

These compact, attractive necessities are built in two types, desk and detachable. Both types have flexible, self-closing indexes mounted on stout metal standards, tilted just right for ready reference. They are finished in telephone black.

Desk types are mounted on solid bases with rubber feet to prevent scratching or marring of desks. The detachable style clips instantaneously to transmitter post of instrument without bolts or screws.

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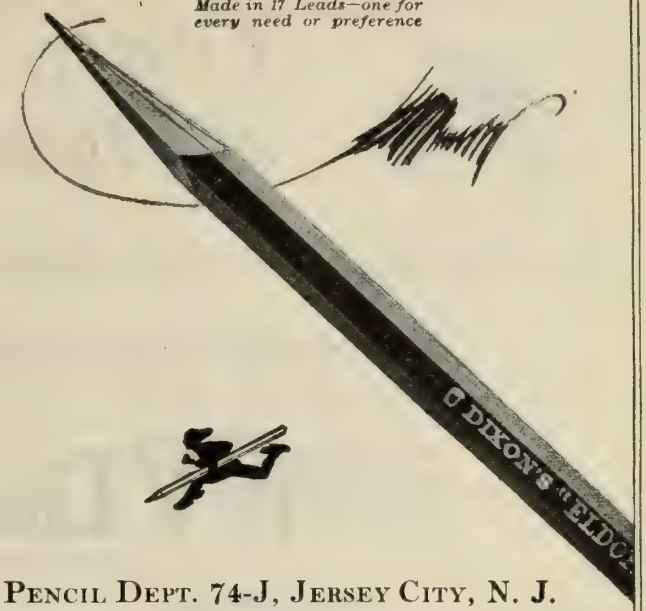
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Canadian
Toy Trade News

A Regular Monthly Section Featuring Toys and Other Lines for Children's Trade, Sporting Goods and Fancy Goods

Special Section of Bookseller & Stationer | Toronto, July, 1920 | Vol. XXXVI No. 7

A message to wholesalers :

HOW TO HELP YOUR TRAVELERS

AUGUST is the month when your travelers get into shape for the Fall Campaign.

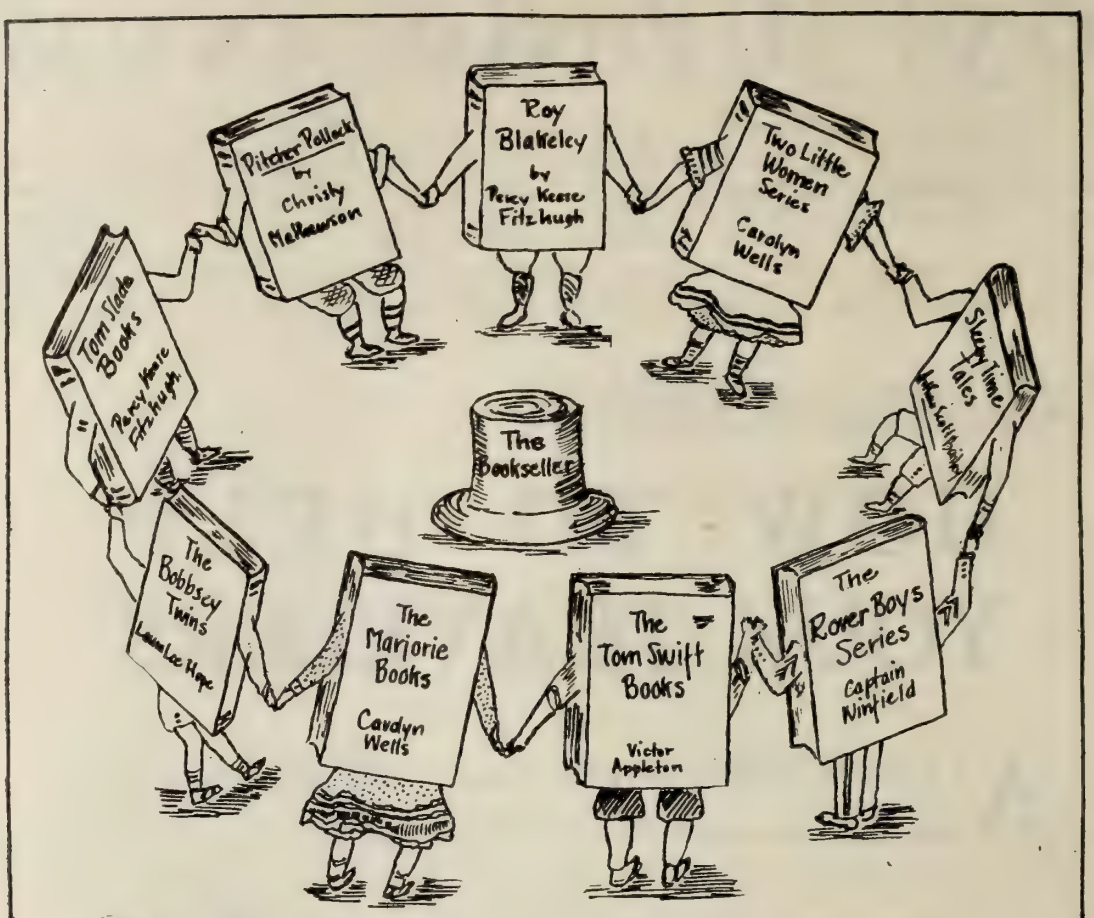
Consequently the AUGUST NUMBER of BOOKSELLER AND STATIONER is the proper one for announcements that will effectively co-operate with your travelers, blazing the trail and making it easier for them to interest the retail trade in the particular goods which you want them to push in their Autumn selling.

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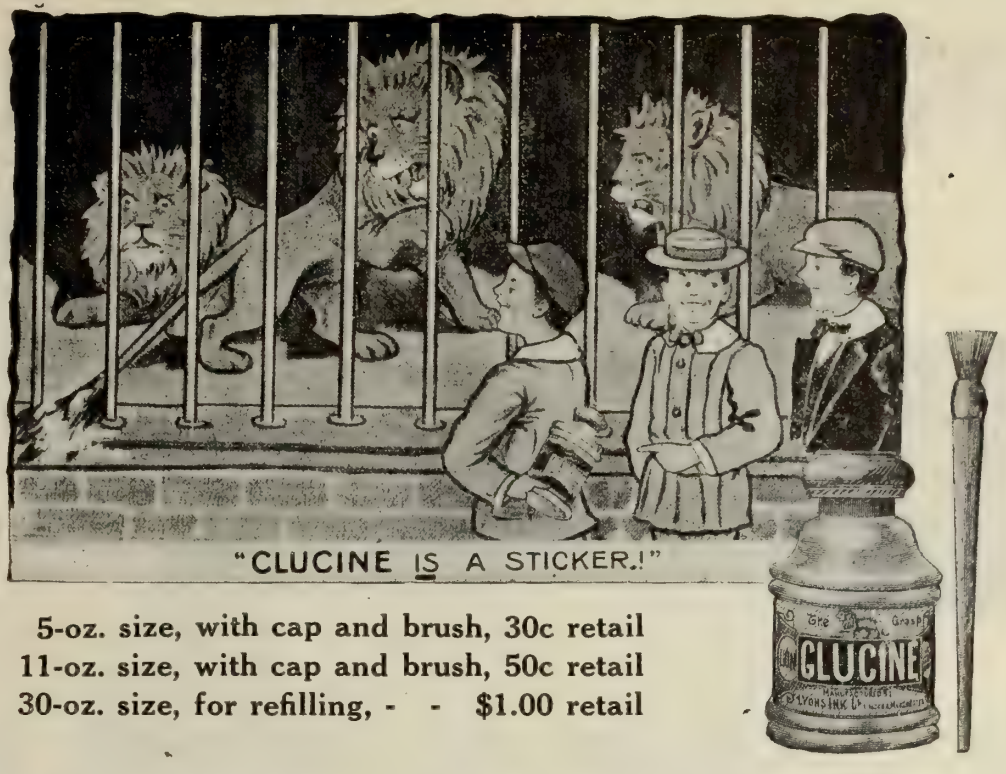
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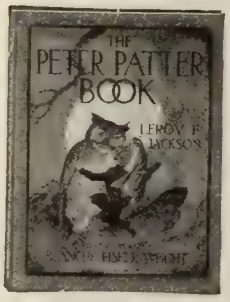
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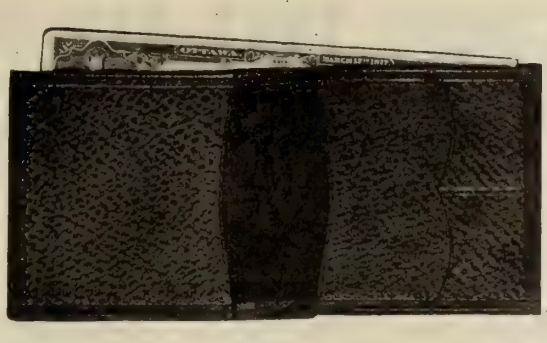


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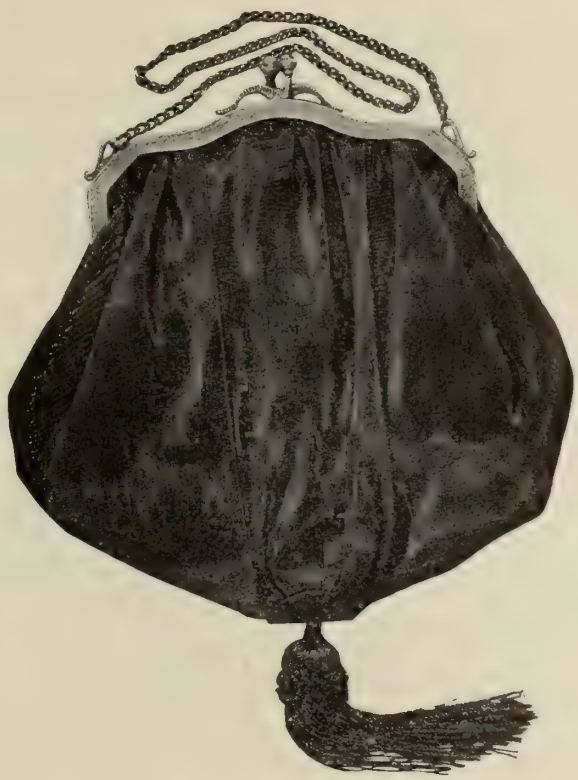
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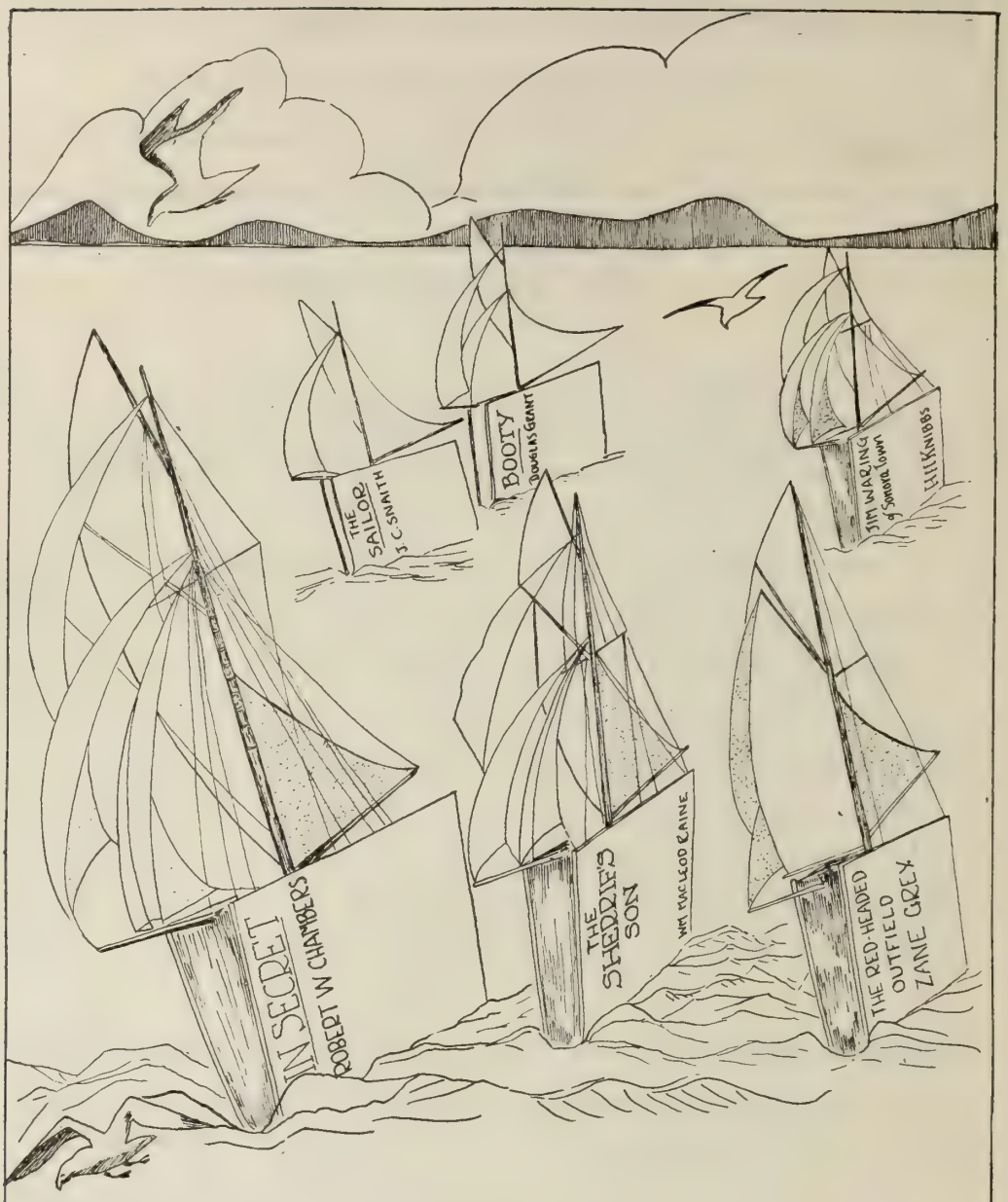
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Canadian Selling Agents

EDITORIAL COMMENT

BUDGET REVISIONS

BUDGET changes according to the final draft brings considerable relief to retailers following the chaotic condition created by the original provisions for the working out of the "Excise" tax. It was quite evident that the aim in the first place was to make the budget serve political purposes but there has been a disposition displayed to repair some of the worst features. Had business men who have actually to do with the conditions involved been consulted before and not after the budget was brought down the whole matter could undoubtedly have been handled in a much more intelligent way.

However, if the result of the present experiments is such as to disgust the public with direct taxation it may be that there will be a more reasonable attitude in the future towards the tariff as a means of raising revenue. Despite the amendments the new taxes are going to continually chafe the purchaser while the business element is loaded up with a lot of detail work even though the stamp system will somewhat simplify the previous proposals as to collection.

The amendments which have been made cover a multitude of details but in the main involve the principle of placing the luxury taxes on the excess amounts above a certain figure instead of on the total when such a figure is exceeded. Then in connection with the turnover tax there will be a levy of 2 per cent. when goods are handled directly from manufacturer or importer to the retailer which protects the wholesaler and removes the undue advantage of the big mail order house.

ON INVESTMENTS

IN these days of strong tendencies toward speculation, it would be a good thing for commercial associations to get together and devise plans for spreading the gospel of work and concentration as the best means of achieving success in life.

On every hand are seen prospectuses of new joint-stock companies glowing with promise and people are misled to believe that the steady plodding that formerly brought its rewards, is ineffectual to-day by reason of existing handicaps that seem to be crushing individual effort.

In spite of the bluest picture that can be painted, the fact remains that, with the exception of the negligible few, lucky enough to have achieved wealth without working for it, the average business man who invested money somewhere out of his own control, would have been far better off had he put such surplus money in his own business so that the business might be protected against the increasing cost of carrying on in these post-war days.

Capital invested in his own business will always bring the business man the greatest returns, providing that the business is properly conducted, a circumstance that entails protecting it by building up a reserve capital that may be drawn upon whenever necessity arises. The last few years have seen remarkable advances in the cost of doing business and many a merchant would be able to breathe far more easily had he in hand for his own use, money that he has at different times invested out of his own control, most of which has probably dissolved into thin air or is at any rate not now negotiable.

THE FLOOD OF BOOKS

THE editor of the "British Whig," Kingston, Ont., seems to be unduly pessimistic regarding the unending deluge of books and in a lengthy editorial under the caption "Buried Under Books," gives no credit whatever to the many books that are published and read, that are decidedly worth while. It is true that thousands are published that seem to be so much waste paper and waste effort, yet is it not true that even shallow books serve a good purpose in developing a taste in readers for something better?

Listen to the "Whig's" groan:

> No people on earth, not even the folk who built the tower of Babel, ever spoke so diversely, or expressed themselves in such a multiplicity of forms, or read so much and so confusedly, as the people of both Canada and the United States. No people ever lived so fast, in literature as well as in life. Our reactions flash and pulsate from one end of the continent to another, in a continuous, blurring chain. There can be no permanence about impressions so fleeting. Of those who choose to write for their own day alone a few will last longer. On the other hand, those who choose to write for posterity won't be read at all.

NEVER forget in the planning of window displays or in the buying of stock that it takes all sorts of people to make even your little business world, and that no two people of them all, perhaps, have just the same likes and dislikes. Buy with a thought of variety in mind. Put variety into your window displays.

NEWS OF THE TRADE

Ernest V. Bergin succeeds J. B. Cliffe & Co., 365 Victoria Street, Kamloops, B. C.

A newly incorporated Toronto concern is: The Canadian Pocket Typewriter Co., with capitalization placed at $500,000.

Harry Burton, buyer for the Foster-Brown Co.'s bookstore, Montreal, was in Toronto on a buying trip in the week of June 7th.

Orangeville, Ont. — The Orangeville Fair has been bought by Mr. Grigg, of Pembroke, Ont., who has the store open for business.

Napanee, Ont.—A new store just opened here is Neely's Bookshop and China Mart. A unique feature at this store is a lounge room for ladies.

Prince Albert, Sask.—J. R. Merritt in business here for fourteen years as a bookseller and stationer, will remove to Yorkton, Sask., carrying on the same business there.

A. T. Chapman, of Chapman's Bookstore, Montreal, was in Toronto on June 10th for the graduation exercises at Moulton Ladies' College, his daughter being a member of the graduating class.

Ben Toon, formerly of the book department of David Spencer, Ltd., Vancouver, and latterly with the Granville Stationery Co., has taken the position of chief assistant in the bookstore of G. S. Forsyth & Co., Vancouver.

Craigmyle, Alta.—Among the new subscribers for Bookseller and Stationer, is the Craigmyle Drug Store. This store includes a representative stock of books and stationery and also leather goods, sporting goods, cameras and photo supplies, greeting cards and postcards.

A. Roy MacDougall, President of the A. R. MacDougall Co., Ltd., will leave this month on a nine weeks' trip to visit customers, going west by Grand Trunk Pacific to Prince Rupert, and returning via C.P.R. from Vancouver. He will be accompanied by Mrs. MacDougall and Miss MacDougall.

An interesting picture in a recent issue of the illustrated section of the Philadelphia Public Ledger, one of a series on "Our City's Workers and What They Do," depicts Miss Jeanette McCullough operating a machine that presses the completed push pins into the soft wood blocks at the factory of the Moore Push Pin Co.

An interesting trade visitor in Toronto last month was Miss Edith Pook, manager of the book department at the Harrod's Store, London, England. While on this side Miss Pook attended the convention of the American Booksellers' Association at Philadelphia. She placed some goodly orders for books with some of the Canadian publishing houses.

Moose Jaw, Sask.—Two of the gentlemen who have been associated with D. C. Nixon for many years in the stationery business, have taken over Mr. Nixon's stores, which formerly operated as D. C. Nixon, Ltd., and are running it under the name of the Nixon Book Store. The new owners are F. J. Pearce, who has been associated with the firm for thirteen years, and S. R. Stephens, who was with Mr. Nixon for nine years.

Librarian E. L. Hill, of the Edmonton Public Library, was in Toronto in the week of June 7, being accompanied by Mrs. Hill. They came East for the graduation exercises at the School of Practical Science, a daughter being among the graduates. Not only was she the first woman graduate of the S. P. S., but she is the first woman architect in Canada. Before coming to Toronto she had obtained the degree of B.A. at Alberta University.

Sovereign, Sask.—In sending in a subscription for Bookseller and Stationer, William Hutchins, of the Postoffice Drug and Stationery Store, Sovereign, Sask., advises that a general stock of books, stationery, toys and kindred lines are carried in his store.

Leather goods, musical smallwares, cameras and photo supplies, gift shop novelties, greeting cards and postcards are also sold. In the toy branch, construction toys as well as the smaller toys are sold.

A good stock of dolls is carried and games are stocked in good variety.

NOW A BENEDICT

The congratulations of the members of the book trade are being showered upon Wilfrid Ford, of the traveling staff of McClelland & Stewart, Ltd., Toronto, who was married in Fergus, Ont., on June 3rd, his bride being Miss A. B. Clarke.

REGISTERED LETTERS 10c

Ottawa, July 4.—Notice has been given by the Postoffice Department that the increase to ten cents in the registration fee for letters will come into effect on July 15. This increase was provided for in the amendments to the Postoffice Act which was passed by Parliament recently.

RECENT INCORPORATIONS

The Hydrola Phonograph Compa Limited. Incorporators: George Herb Sedgewick, James Aitchison, John W lington Pickup, Robert Elmer Fenn and Collamer Chipman Calvin, bar ters-at-law; and others—all of Toron Capital, $200,000 divided into 20, shares of $10 each. Chief place business, Toronto.

COPP CLARK CO. TO EXTEND

For the purpose of putting up a new building, the Copp Clark Co. h acquired the property at 512 and Front Street West, giving them access this property from their present bu ings, fronting on Wellington Str The building at present on the prope was formerly a "military hotel," kno as the "Ontario House." It is one Toronto's old landmarks.

VISITED THE BATTLEFIELDS

E. W. Walker, who returned month from his trip to Europe, g some interesting facts to Bookseller Stationer about trade conditions. references to book trade conditions be found in an article on prospec book prices, elsewhere in this issue.

The Ryerson Press now repre Ward, Lock & Co., of London, for C ada, and while at the headquarters this firm Mr. Walker met B. A. Cla who is known everywhere in the C adian book trade by reason of his hav been resident representative in country for Ward, Locke & Co., fo number of years. Mr. Clarke is on the editorial staff of The Wind Magazine and the other periodicals p lished by his firm. Mr. Walker sp a delightful week-end with Mr. Cla at his commodious new home at Sut near Banstead Common. Mr. Cla thoroughly enjoyed getting into personal touch with Canada, havin warm spot in his heart for the b sellers of this country.

Mr. Walker went over to France made a tour of the battlefields, fal in with J. W. Wood, head of the Fa Goods Co., of Canada, who was acc panied by Mrs. Wood and two dau ers. They went to Arras by train from there made motor trips to V Ridge, Souchez, Lens, Douai and o villages.

While in England Mr. Walker luncheon with Major Hesketh-Pritch and his wife, Lady Elizabeth, daug of Lord Verulam of St. Albans, wh residence is Lord Bacon's old ho Major Hesketh-Pritchard was in cha of Canadian snipers in the war, and book, "Sniping in France," gives stinted praise to the Canadian snipe

Latest Budget Changes

ACCORDING to the latest provisions of the Sir Henry Drayton's "Excise" Tax, those affecting the trade served by this paper are as follows:

Playing cards are now taxable as follows: 15 cents a pack on cards sold at $24 or less per gross packs, 25c between $24 and $36 per gross packs, and 50c over $36. Formerly playing cards were taxed 25 cents a pack when selling at $25 per gross packs or less, and 50c a pack over $36 per gross.

Snowshoes were removed from the list of taxable articles.

Baseball requisites and lacrosse sticks are now taxable over $2 each, where formerly they were taxable over 50c each. Skis in excess of $3, instead of taxed on the whole price.

Articles plated in nickelware or brass for household or office use are now exempt, as are also band instruments.

In the original budget resolutions ebony toiletware was included in the list of articles of which the whole price was subject to the 20 per cent. tax. This was changed today so that ebony and imitation ivory toiletware will be subject to only a 10 per cent. tax.

The tax on mechanical piano-players, gramophones, phonographs, talking machines, music boxes and records is reduced from 20 to 10 per cent. The Minister said there was no desire to bring about a hardship upon people who look upon such instruments as part of their everyday life.

In the changes proposed by Sir Henry the previous week the tax was to apply to baseball bats and baseballs in excess of $1.25 each, and to lacrosse sticks in excess of $1.50 each. The limiting price has now been raised to $2. Instead of the tax applying to the full price paid for skis, cheaper skis selling for $3 or less will not be taxed. As snowshoes are used to a large extent in business in some parts of Canada the Minister consented to removing the tax on them altogether.

The following articles are now included in the list taxable at 10 per cent.:

Mechanical piano-players, talking machines and records, music boxes. All jewelry over $5 in value. Gold-mounted fountain pens do not come under the 50 per cent. tax on gold articles unless they cost more than $5.

Probably no stranger, anomaly exists in the entire taxation scheme than that relating to jewelry. While practically all articles of jewelry are subject to a 20 per cent. tax, and some even to a 50 per cent. tax, if sold by other dealers, jewelers escape this impost. Instead they are to pay a 10 per cent. tax on their turnover, except upon receipts from sales of cameras, stationery, books and magazines, gramophones and records, and spectacles and eye-glasses. Thus certain articles which a tobacconist sells, such as humidors and cigar and cigarette holders and pipes in excess of $2.50 each, etc., are taxed 20 per cent. These same articles when sold by a jeweler are subject to the 10 per cent. tax on turnover. This discrimination, the Minister explained, was because there is already a "luxury' tax on jewelers, and, further, because almost every article a jeweler sells is taxed, whereas only a few articles sold by a tobacconist or other dealers are taxed.

Deputation at Ottawa

A deputation representting the Canadian manufacturers of French ivory and ebony toiletware had an interview with the Minister of Finance, Sir Henry Drayton, on June 1, at his office in Ottawa. The object of this visit was to place before the Cabinet Minister the reasons for believing that these taxes are unreasonable and excessive and would curtail the retail sales and severely cripple and possibly ruin this industry in Canada.

The deputation pointed out that this is comparatively a new industry in Canada and that it's products consisted chiefly of mirrors, brushes, combs and manicure implements, and is not such a luxury as to necessitate the tax of 20 per cent. The aim of the deputation was to have the tax reduced to 10 per cent., as, in view of the need for taxes they believe that this tax would not seriously curtail retail sales, and would, therefore, not ruin this Canadian industry.

Previous to the visit they had consulted and interviewed the leading retail merchants who, without exception endorsed the attitude the deputation took.

The delegation consisted of representatives from the following manufacturers: The Stevens- Hepner Co., Ltd., Port Elgin; The Arlington Co., The French Ivory Products, Ltd., The Pugh Specialty Co., and Carl Austin & Co., all of Toronto. E. A. Kantell, Ltd., represented the wholesale trade. A very courteous and attentive hearing was given by Sir Henry Drayton.

Editor's Note.—These latter paragraphs were written before the latest Budget changes were announced, and it is satisfactory to observe that the request for a reduction to 10 per cent. was granted.

CURRENT FICTION

"Excuse me!"

"I beg your pardon!"

"Be sure and come to see us!"

"I've had a lovely time."

"I'll pay you this to-morrow, sure!"

"I'd rather have my Ford than your big car."

"I'd trust my husband anywhere."

"Oh, it's no trouble at all!"

"It isn't the money; it's the principle of the thing!"

"I just finished the last quart I had, old man!"

Master: "What! Forgotten your pencil again? What would you think of a soldier who went to war without a gun?"

Tommy: "I'd think he was an officer, Sir."

REVENUE STAMPS WILL BE USED FOR COLLECTING LUXURY TAXES

AS THE collection of "luxury taxes" under the present method is proving difficult, cumbersome and costly, it has been decided to abandon the whole procedure in favor of collection by means of revenue stamps. These revenue stamps will be ready August 1, and as they are available for purchase by merchants the sending of duplicates of every sales receipt covering goods which are taxable will cease. That will be a great relief to merchants throughout the country, and it will be a great relief as well to George W. Taylor, Assistant Deputy Minister of Customs and Inland Revenue, as he will not have to provide the tremendous staff which would otherwise have been necessary to deal with collections and accompanying vouchers.

Range of Denominations

The revenue stamps will be provided in denominations of from 1 to 10 cents inclusive, 13 cents, 15 cents and all multiples of 10 cents up to $1. In addition there will be one, two, three, four, five and ten dollar stamps. If a woman buys a sealskin coat on which the tax is $20, the procedure will be for the salesman to affix two $10 stamps to the sales slip or invoice and collect $20 from the purchaser, the stamps acting as evidence that the tax has been paid, the stamps will all have to be defaced, so that they could not possibly be used again.

As the stamps would have a value equal to that of bank notes or Dominion bills for a similar amount, a great deal of attention is being given to the question of having the stamps so defaced that they cannot be "raised" or used again. The use of ink may not be considered sufficient, as traces of ink can often be removed. Some kind of punch has been considered for the purpose of perforation, and experiments have been made as well with indelible pencils, to obtain marks which cannot be removed without so injuring the stamp that detection of the fraud would be inevitable. Whatever is used, your correspondent is assured that ample precautions will be taken against fraudulent use of the stamps. The excise tax stamps must in every case be affixed to the sales slip or invoices at the time of sale and cancelled.

Should Travellers Stop if Oversold

A Firm's Position with Regards to Its Travelling Salesmen is the Same as with Regard to Advertising—Travellers Can Do Much to Secure Good Will.

IT is not at all uncommon at the present time to find, when discussing trade conditions with wholesalers and manufacturers, that the demands from the retail trade have been so great for all classes of goods that it far exceeds the supply available, and that wholesalers are in many cases oversold.

Whether it be that the difficulty of securing raw material is greater than can be quickly overcome, or whether it be that the demand has increased far beyond normal, it is an unquestionable fact that retailers have had, in many cases, to wait for supplies or to be content with a portion only of those they have ordered.

This condition of affairs has brought prominently forward a problem of unusual importance to wholesalers and manufacturers, viz., the question as to how the time and activities of their travelling salesmen can be profitably employed in work other than that of soliciting orders. To the uninitiated it may at first sight appear an unnecessary expense to employ travelling salesmen whose ostensible function is to solicit orders, when the capacity of the factory is booked up for some time to come, and orders already on hand are behindhand in execution. It is true where a manufacturer is sold up or his product for several months ahead—some of them for a year—the travelling salesmen are unnecessary in that capacity, but they must be taken care of and should be given something to do that will really benefit the firm.

Continued Advertising Necessary.

It has been the experience of all successful business men whose lines demand publicity, that it is just as necessary to advertise and keep their wares before the public eye when they are loaded up with orders and have all the business they can handle, as when they are slack. This is really the only method of advertising by which maximum results can be obtained. The business man who advertises only when business is dull fails altogether to appreciate the ideas and aim of advertising, and the man who advertises only when business is good is equally shortsighted. Once having started advertising it is necessary to continue it in order not to lose the benefits already derived. The only way is to advertise all the year round, and keep constantly at it, using judgment and care in the choice of media.

The same line of argument applies with regard to the employment of travelling salesmen. It is customary with some firms when business is dull to increase their staff of travelling salesmen, and thus to secure orders to keep the plant going at full capacity. This is good business, but the converse of this is not true. It is not good business judgment to reduce the travelling staff as soon as the plant is working to copacity, and the product is sold up away ahead. It should be the object of manufacturers and wholesalers to devise methods by which their salesmen can be most advantageously employed other than in securing orders. There are many profitable channels along which the energies of these men may be directed.

Travellers Should Not Be Taken Off.

The one policy which should not be adopted is to take them off their routes. If a firm can afford to keep a number of travellers on the road when business is normal or slack, it certainly can afford to continue doing so when business is such that orders coming in are so numerous that they cannot all be cared for.

It is not necessary at such times for the salesman to take orders; in fact, he could not reasonably do so with no prospect of their being filled, but he can visit his customers and keep in close personal touch with them and so establish himself in friendly relation with them as to secure and hold their connection with his firm.

Occasionally a merchant is met with, who is not accustomed to treat commercial travellers with that consideration which is their due, and who is inclined to look upon them simply as salesmen whose one idea is to rush him into giving them a large order, whether he requires the goods or not.

Create a Favorable Impression.

Such times as those we are discussing offer an excellent opportunity for the travelling man to remove such an impression. When a retailer of the type referred to discovers that the traveller has made a special visit to him to see whether he can be of use in giving him information or assistance of any kind and when he further discovers that the traveller is not seeking an order, in fact, cannot take one even if it is offered, he cannot fail to be favorably impressed with the policy and service rendered by a firm which will pay men to give assistance or advice to their customers without any thought of immediate advantage to be gained thereby.

What the Traveller Can Do.

The traveller can distribute dealer helps and store trims, stage store demonstrations, or offer to assist in the trimming of display windows. In some cases he might spend a day or two in some of the stores of the firm's customers who need the help of someone with a knowledge of the goods sold, and he can help in various ways those dealers who are always open to receive suggestions, or aid in busy times.

It is just as important for the traveller to assist the dealer to sell more goods of his firm's make as it is to sell the dealer himself the goods in the first instance. For creating the consumer demand results in creating the store demand as well, and in offering to assist a retailer who is short of help at a busy period, the traveller is providing for himself an excellent opportunity of pushing the goods of his own firm. Conditions which permit the salesman to turn his talents to account in the dealer's behalf tend to put the traveller's firm on a surer footing in the estimation of the dealer, and he appreciates such assistance even although he knows that the results are, not for him alone, but mutually beneficial.

Establish Friendly Relations.

There are travelling salesmen to whom many dealers look for advice or information. These men have established conditions of friendship between themselves and the dealers by rendering special service of one kind or anoher. They may have given that dealer valuable trade information or made advantageous suggestions as to methods of dealing with certain branches of the business. In such cases the periodical visits of these salesmen are looked forward to with interest, and a distinct feeling of disappointment would probably be experienced in the event of their non-arrival at the usual time.

It should be the aim of every traveller to establish such relations as these with his customers, and the time is particularly opportune for him to do this when he has not to worry about securing orders, but can devote all his time and efforts to improving his personal relations with his customers.

Eventual Benefit Will Accrue.

There need be no idle days for travelling salesmen. There is always something they can do. While devoting their time and their efforts to placing the standing of their firm on a secure basis in the dealer's estimation they can at the same time keep their goods in his mind, so that when they are again in a position to accept orders they will have no difficulty in securing them.

The French Ivory Products, Limited. Incorporators: Martin Aubrey Love, manufacturer; Clifford Lawrence Chaffee, accountant; and others—all of Toronto. Capital, $150,000, divided into 1,500 shares of $100 each. Chief place of business, Toronto.

The Traveler is Vitally Affected

His Influence Should be Directed Toward Getting Maximum of Co-operation in Announcements of His Firm to the Trade

MANUFACTURERS, manufacturers' agents, wholesalers and their travelers should all give frequent and serious thought to the question of promoting their business and strengthening their connection with the retailers through the trade newspaper that serves them best. In the case of the booksellers and stationers in Canada, that paper is, of course, Bookseller and Stationer, the only publication in this field in Canada.

Travelers know full well that they are not always sure of seeing every merchant in their respective territories on every trip. The merchant may be out of his store or out of town when the salesman calls. If the merchant is in, he may be too busy to talk to the salesman, or he may not be feeling in a buying mood, which is not an infrequent stumbling block.

A good, strong announcement in each successive issue of the trade newspaper reaches the merchant and gets his attention. If the merchant isn't there when the paper arrives, it will wait on his desk until he does arrive.

These sales promotion announcements should be prepared with the utmost care. Short, snappy information and illustrations will frequently add greatly to the influence and effectiveness of these messages to the trade.

This monthly service looked upon in the light of co-operation with the work of the travelers themselves and with the letters, circulars and catalogues sent out to the retailers will serve to impress its significance upon all distributing houses and all persons identified with them in a selling capacity. There has been too much artificiality associated in the minds of people with the word "Advertising," as though it were some intangible influence of a mysterious nature—something akin to hynotism. That attitude toward advertising is all wrong and those who have been harboring it should readjust their ideas about publicity, getting right down to the ground so as to realize the actuality and the real mission of advertising. Of all men of any wholesale organization, the men on the road should be the most enthusiastic supporters of advertising in the trade paper and they should at the time be the closest critics of what appears in the advertisements, because every traveler is affected by every announcement of the house he represents and should use his influence to have these announcements co-operate to the highest possible degree with his work on the road.

CANADA AHEAD

In the April issue, in which pictures were showing the leaders among Canadian traveling representatives of the National Cash Register Co., in the big prize contest for 1920 sales the leading positions of five Canadian men in this contest was recorded. Of the individual men first place according to last month's bulletin was F. D. Whiting, of Oklohama City, with 1,019 points, closely followed by J. A. Beaver, St. John, N. B., with 982 points.

In the division standings, however, this bulletin showed the Canadian division manager, A. E. McLean, in the lead with 168 per cent. of quota, closely followed by J. N. Wilson, Jr., of the South Division with 165.6 per cent. of quota.

WHO KEEPS THE MACHINERY OF BUSINESS MOVING?

The salesman who is a really true success and who meets his responsibilities—and we are all salesmen, whether we are advertising men or production men or merchants — is the one who has the idea of service to the customer strongly imbued within him. He is the man who keeps the fires burning back in the factory through the orders he sends in, and he makes it possible for the men producing the product and those dependent on them to make their living. It is a real responsibility and only a real man can live up to it. The successful and respected salesman is first of all a man in every sense of the word—a man giving service to his firm, to his customers and to the community. True salesmanship is a keen desire to serve, and not a deep anxiety to put something over—vision to see the future of our business and to make our business better.

Western Travellers Will Meet at Calgary

REGINA, June 11.—The Grand Council of Manitoba, Saskatchewan and Alberta, of the United Commercial Travellers of America met at Medicine Hat June 4 and 5, and selected Calgary as the next place of meeting on June 3 and 4, 1921.

The following officers were elected:—Grand Councillor, C. G. Davidson, Edmonton; Junior Grand Councillor, W. Heislop, Lethbridge; Past Grand Councillor, H. F. Moulten, Winnipeg; Grand Secretary, W. H. McGibbon, Regina; Grand Treasurer, S. L. McCracken, Calgary; Grand Conductor, Thomas Fox, Saskatoon; Grand Page, W. L. Lewis, Winnipeg; Grand Sentinel, J. C. Dunlop, Moose Jaw; Grand executive committee for two years, T. D. M. Osborne, Saskatoon; W. E. Clark, Medicine Hat; Grand Chaplain, J. W. Lightbody, Yorkton; delegates to supreme council, H. A. Knight, Regina; R. M. McGowan, Winnipeg; C. G. Davidson, Edmonton, S. S. Savage, Edmonton. A resolution was passed endorsing the propaganda of the motor league of Alberta and promising assistance. It was also decided that the question of hotel accommodation in the three Prairie Provinces be taken up.

HUBER A BENEDICT

The wedding took place on June 16th, of Miss Helen Monica Mattson, eldest daughter of John Mattson, of Toronto, to Mr. S. J. Huber, who is the Toronto traveller for A. R. MacDougall & Co., with whom he was for several years the Montreal representative until this year, when he succeeded Mr. Haviland on the Toronto territory. On the eve of his wedding day there were two presentations to Mr. Huber at the MacDougall warehouse, one a handsome chair, a gift from the firm, the other an art lamp from the members of the staff. Mr. and Mrs. Huber have taken up their residence at 305 Rusholme Road, Toronto.

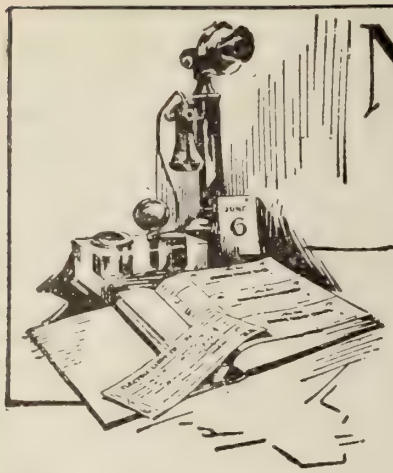
Travellers, Are You Coming to This?

PRINTERS' INK," in a recent editorial, dwells upon the relationship of the travelling salesman selling a nationally advertised line to the general sales policy of the organization by which he is employed, and it is sought to impress upon the reader that there is a danger of the traveller being too individualistic, in support of which this editorial refers to the refusal of many concerns, who are national advertisers, to pay their travellers on a commission basis.

Anything but inspiring was the impression left upon the writer of this article by the editorial in question. Rather did it produce the absolute antithesis—a "deadening" effect. It seemed to postulate a travelling man as sort of an automaton whose personality did not count, aside from ability to measure up to a certain standard of appearance, demeanor, and, presumably a proficiency in reciting something analogous to a sales-talk calculated to link up with the general selling plan of the organization.

What do Canadian travelling men think of this sort of preaching?

Would it not be disastrous to merchandising if such a policy were to prevail and a type of travelling salesman to evolve such as the bloodless individual under consideration here? The logical sequence would doubtless be a similarly automatic retail merchant and retail salesman. Lord forbid!



Novel Schemes That Have Helped Business

"Why Not Own Your 'Phone at Both Ends?"

Something unique in the way of a business-catcher has been adopted by J. Herb. Brownlee, Owen Sound, Ont. His plan he outlines in a small advertisement as follows:

TELEPHONE SERVICE

You own your phone at one end of the line.

Why not own it at both?

You are in town.

Your people at home want you.

They telephone us.

On our Telephone Board at front door we put your name and the number who wants you.

Inside we have a Telephone Cabinet. You drop a nickel in the slot, and you own the phone and cabinet without interruption.

That's Service. And every day before you go home look on our Notice Board to see if you are wanted.

FOR WASHING TRAYS

Pass this advice on to your photo supply customers:

To wash trays.—Drop a few drops of commercial sulphuric acid in the bottom of your tray, which should have previously been rinsed with clean water. Swab this about the tray with a piece of cloth or absorbent cotton, being sure to use sufficient cloth or cotton to prevent burning the fingers and also being sure to bring the acid in contact with the entire surface of the tray. Then pour in about one ounce of a solution of permanganate, 100 grains to 32 ounces of water, and merely rub this around in the tray and watch the stain disappear. The permanganate will leave a slight stain, which should be removed by wiping over with your cotton dipped in the fixing-bath. Then wash your tray.

If you have the acid and permanganate solution handy it will take about two minutes for the job.

TRY THIS

When featuring 25c. specials use 25 cent pieces to form the letters on the show card or the price on the price card. It will get the extra attention that puts an idea across.

A DENVER SUGGESTION

Pick out an article, no matter if it is a common every-day one, feature it by writing it up in an out-of ordinary manner and weave around it an interesting story, and your ad. will be read, is the view taken by the Kistler company of Denver. In that way interest is created, the fact is suggested to many that such an article is needed and so it goes on down the line.

This enterprising Denver firm of stationers advertise daily in the newspapers, running "human interest" copy, frequently in catchy rhyme.

REMEMBER THIS

Capital invested in your own business will bring the greatest return providing that you concentrate all your efforts upon it and safeguard it by keeping your profits available.

NONPLUSSED? NO!

Bookseller and Stationer's service department last month got an enquiry from a merchant who wanted to know where to buy a peanut roaster and a knitting machine for knitting sweaters and socks. If any others want this information, here's the reply:

Peanut Roasters.—Fletcher Mfg. Co., Hayter Street, Toronto, Ont.

Knitting Machines.—W. J. Westaway Co., Main and MacNab Street, Hamilton, Ont.

Do Not Repulse Customers With Untidy Store Windows

Remember That Goods Carelessly Placed Will Drive People Away, While an Artistic Arrangement Will Entice Them Into the Shop.

WHY do you place goods in the windows? To sell them, of course, yet to see the attention and slipshod method used by some storekeepers this seems to be the last thought in mind.

Many times the merchandise is simply "tossed" in the windows, in a disordered heap without any attempt to decorate, attract or compel attention, and when people do not come into the store and ask for goods so displayed, the merchant says, "Oh, I do not think window display helps me."

How can a man expect a jumbled assortment of goods to attract attention and sell and how in the world can one expect articles, shopworn and damaged, to cause people to buy? Many storekeepers make the fatal mistake of thinking by turning the damaged side from view, the article is good enough for display in the windows. Others go by luck and still others feel that as long as the goods are in the windows at all, that is enough.

To compel attention, to attract buyers, and to sell merchandise displayed, each article should be carefully selected, the goods should be bright, fresh and clean and the display made with all the care possible to bestow. To think any sort of display will sell goods is a serious error and to depend on having people guess at the price is another error.

Many stores will cling to the idea, as goods are shown, that they will sell and the price is a secondary matter. Many a time has the writer stood outside windows and heard people explain, "I like that shirt, but don't know what it costs. To-morrow if I am in the vicinity I will drop in and ask the price," but to-morrow never comes and the buyer makes his purchase at a store whose owner has been careful enough to price the goods displayed.

Backgrounds, fittings and display fixtures all out of line with the goods is another error made by many store-keepers, and many a good article has lost its power by being placed on a broken or rusty fixture. For example, a store on Yonge Street, Toronto, placed a display of auto grease in the window the other day. The same was arranged on a glass shelf and was subject to the direct rays of the sun. Before long the heat of the sun on the glass shelf melted the grease and it ran down and along the bottom of the window.

The goods in a window are the voice of the store and the cards its eyes, and for that reason a passer is attracted or repelled by the display. This alone should make the merchant careful.

Extra 5c on U. S. Magazines Sold in Canada

Canadian Price to Be Printed on Front Covers of Magazines by the Publishers—That is Gist of Petition Being Made by Toronto Dealers.

A SPECIAL meeting of the Booksellers' and Stationers' Section of the Retail Merchants' Association of Toronto, was held in the new R.M.A. headquarters in the World Building, in the afternoon of June 18, having been called by President J. H. Wilkinson, to discuss a suggested solution of the Canadian exchange situation as affecting the business of selling U. S. periodicals in Canada.

The meeting was addressed by Mr. Tanguay, head of the American News Company's branches in Toronto and Montreal. Mr. Tanguay said that he had at different times requested publishers of American magazines to print a special Canadian selling price in the cover of each issue. To get them to do this it would be necessary, he said, to convince these publishers that the news dealers of Canada were really in earnest in their desire to have this done.

It would not be necessary to canvass the trade throughout Canada, but if a petition to that effect were circulated among the dealers of one large city, such as Toronto, and the signatures of the majority of the news dealers were obtained for such petition, the chances of getting this done would be very much strengthened.

The attendance at this meeting was less than a score of dealers, being only a fraction of the number of news dealers in Toronto. Most of those who took part in the discussion strayed from the main subject and voiced all sorts of complaints ranging all the way from Dan to Bersheba, and to listen to them might have led anyone unfamiliar with this trade, to think that these men were about the most abused people in business anywhere on the footstool. To one familiar with the whole situation, however, the thing that seemed to stand out most of all was that they were taking up too much time in airing petty grievances, instead of tackling the main subject for which the meeting was called.

This main question was eventually dealt with by the passing of a resolution that publishers of U.S. magazines be requested to print on the front cover of each magazine a Canadian price five cents in excess of the U.S. price, so as to offset the handicap of the exchange situation. It was decided to circulate a petition to this effect among all the news dealers of Toronto to get their signatures in its support.

The sentiment of the meeting was strongly in favor of a price of 5c extra on all U.S. magazines, although the majority of them said that their practice at present was to price the magazines 2c or 3c in advance, according to the selling price. Most of them felt that if the Canadian price were printed on the cover it would be easier to get 5c extra than to get an extra 2c or 3c under present conditions, when this selling price for Canada had to be put on each magazine by the news dealer himself.

There are a few of the U.S. magazines whose publishers themselves bear the extra cost of Canadian exchange. There was some discussion as to whether these should be advanced in price along with all others, but no action was taken as to this.

One member said that it was his practice to mark a big "E" on each magazine in connection with the extra price asked for it. Customers came to know that this stood for "Exchange," and they consequently made no objection to paying the extra few cents. There were, however, many cranks who did object to the extra price. Nearly all the news dealers met with frequent protests, and there seemed to be a suspicion on the part of these customers that the news dealers were not warranted in making these charges, but were "profiteering!" It was felt that these protests would largely be killed were Canadian prices plainly printed on the magazine covers.

The next meeting will be called for an evening. The R.M.A. organizer reported that in canvassing the members, they were about equally divided as to whether afternoons or evenings were best for the holding of the Association's meetings. The next meeting will be called for an evening to see if a bigger attendance can be attracted.

It should not matter whether meetings are held afternoons or evenings when questions of real importance to the trade are taken up, but in either case serious effort should be made to make the very best possible use of the time taken up. If this Association in Toronto gets to work and accomplishes reforms beneficial to the trade there is no question but that the organization idea will spread throughout the rank and file of booksellers and stationers of Canada.

Thoughts of Life and Business

By B. C. Forbes

THE fellow who isn't fired with enthusiasm is apt to be fired.

Excess is an arch enemy of success.

If top-notch effort yields you no happiness, there's something wrong either with you or your efforts. Sit down and do some analyzing.

After all, you've got to give full, fair value. Or you won't last.

Carelessness and failure are twins.

The most valuable "system" is a good nervous system.

Saving is Having.

If you have half an hour to spare, don't spend it with someone who hasn't.

Don't simply see how you can "put in the day." See how much you can put into the day.

Never contrive to make it easy for your concern to get along without you.

Make sure the prize you chase is worth the price.

If you cultivate your talents you'll always find an opportunity to use them.

When in a fix, sweating will get you farther than swearing.

Let mules do the kicking.

Honking your horn doesn't help so much as steering wisely.

Don't expect poor work now to lead to brilliant work hereafter.

You have no idea how big the other fellow's troubles are.

It's all right to aspire to control others, but have you begun with Number One?

Notice that two-thirds of "Promotion" consists of "Motion."

The wages of idleness is demotion.

There is no higher rank than that of worker. No title can ever make a loafer a nobleman.

There must be output before there can be income.

Defeat is often a spur to victory.

The best reward is sense of worthy achievement.

Good times for all can only be the product of good work by all.

—From Forbes' Magazine.

New Stationery Concern Starts Business

Sinclair, Allen & Co., of Toronto, Engage in Fine Stationery Manufacturing.

SINCLAIR, ALLEN & CO., LTD.. is the name of a new manufacturing stationery concern that has just recently commenced operations in Toronto. The principals are Norman A. Sinclair. who, since 1918, has been in New York as sales manager of the business of Chas. E. Weyand & Co., and Thomas Allen, the publisher. This new business is entirely distinct from the Thomas Allen publishing house except that the salesmen of that house will carry the lines of Sinclair, Allen & Co. Thomas Allen Jr., who has been associated with his father in the publishing business, will hereafter be identified with Sinclair, Allen & Co., Ltd.

The new firm has taken quarters in the new daylight building, 366-378 Adelaide Street West. The line is now being sold and the samples make a fine appearance indeed, being replete in varied assortments of papeteries, boxed ream goods, envelopes, pound goods, and tablets.

Charles E. Weyand & Co., of New York, with whom Mr. Sinclair was connected, are among the largest of the maunfacturers of fine papeteries, etc, in the United States. For many years previous to going with them Mr. Sinclair was in the closest touch with the stationery trade of Canada as manager for Warwick Bros. and Rutter of Toronto.

The new house did not wait for the completion of the new building to get busy selling the line, but fitted up a temporary sample room in the same building as that occupied by Thomas Allen's publishing house. A most comprehensive line of fine stationery is being shown, inspiring the warmest encomiums of the goodly number of buyers who have already done business with the new house.



THOMAS ALLEN

Allen's to Move

Thomas Allen has decided to remove his publishing business from the present quarters, 215 Victoria Street, Toronto, to the new Daylight Building, 366-378 Adelaide Street West, the reason for this change being that the new stationery manufacturing business of Sinclair, Allen & Co., Ltd., is to be located there and the same selling staff is to work for both houses. An additional advantage is the exceptionally fine and commodious quarters which the publishing house will have in this new building.

FOURTEEN POINTS FOR YOU

Every retail bookseller and stationer in Canada will do well to act upon the sound advice affecting every retailer in business as put in the form of a creed of fourteen points on business practice as follows:

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing to others.

3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of the change in the style, damage or other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge amounts donated; or subscriptions paid.

7. Charge all fixed expense such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, detelegrams and telephones, advertising, livery expense of horses and wagons, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made all customers, all debts, etc.

10. Charge collection expense not enumerated above.

11. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year.

12. Divide this figure into the total of your sales and it will show you the percentage of cost to you to do business.



NORMAN A. SINCLAIR

13. Take this figure and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor, as well.

A SIDELIGHT

Besides conducting a drug business, Dr. N. W. Anderson, Lumsden, Sask., has a fully stocked book and stationery establishment, handling also toys and dolls, sporting goows, leather goods, talking machines and records, gift shop novelties, sheet music, musical smallwares, cameras and photo supplies, are supplies, greeting cards and post cards. Practically the same applies to the store of J. A. McLachlan, 2532 Eleventh Avenue, Regina, Sask. Both these stores are regular ports of call for bookseller and stationer being typical of hundreds of such stores, that are represented on this paper's lists of subscribers.

Havelock, Ont.—A. C. Denike conducts a live retail business in this live little town. In addition to books and stationery he sells toys, dolls, games, etc., and construction toys get special attention. Leather goods, talking machines and records, cameras and photo supplies are other lines handled.

The Toy-Makers of Czecho-Slovakia

Interesting Facts About an Extensive Industry in One of the Old Lands that Have Regained Their Independence as Result of the Great War.

FROM the homes of peasants tucked away deep in the Slovakian mountains, or in the wide Moravian plains, come some of the prettiest and cleverest toys in the world. Here in these out-of-the-way corners of Czecho-Slovakia everyone makes toys, from wrinkled great-grandmothers to tiny children four or five years old. Each member of a family will have his own special work. The men, handier with the knives, do the cutting, the women the coloring, and the children the gluing and mounting and simpler work. Toy making helps out the slender income from the farm, and these people will sit up far into the night, after a hard day's work in field or forest, making toys to sell for a little money to augment the family income.

Some of the children have become adepts in toymaking and in designing; their childish ingenuity frequently brings better results than those of their older co-workers. Some of the most interesting toys are made in the Jodliskuv Ostav, or Home for Crippled Children in Prague. These toys are made of burrs, cones, acorns, twigs, poppy-balls and other things that the children gather in the woods in the summer. Poppy-balls of different sizes are used to make quaint little replicas of the Slovak peasant women, which are painted in the gay colors of the national costume.

Undernourishment resulting from lack of food during the war has caused the diseases that have crippled many of these children. One little blind girl, so crippled that she can never walk again, fashions with deft fingers the most realistic chickens from pine cones and bits of whittled wood. A little boy whose arms were blown off by a grenade, is very clever at designing, and does so with his feet. Historic events and patriotic scenes and figures are great favorites with the children.

These particular woodland toys have never found their way to America, but as soon as proper trade relations can be established, the children on this side will have them. Meanwhile many of the workers of the American Red Cross, who came to Czecho-Slovakia with food and clothing and medical help for those who had suffered so terribly in the war, are taking home with them little villages with roofs of real thatch, tiny wooden animals so small one wonders how they are ever carved, cardboard and papier mache toys almost indestructible — everything, from wooden fishes that float right side up, to life-sized baby elephants.—"Playthings."

Home Markets Easy, Canadian Trade Neglected

Importance of Export Trade to Great Britain—Orders from Abroad Waiting in Thousands.

IN view of the increasing quantities of United States toy products coming into Canada as compared with the shipments from British toy manufacturers, it would seem, in the case of toys, that the British export business has not been cultivated to the extent that it should have been.

Canada's own toy industry is making good progress, but this country will for years have to import many lines of toys and games. Many British concerns would have been able to do good, big business in Canada this year had they properly cultivated this market.

Some light is thrown upon this apparent apathy in Britain by the following quotation from an editorial in the May issue of "The Toy and Fancy Goods Trader" of England:

"Never in our history as a manufacturing country was export trade of more vital importance than it is today. As far as the toy and fancy goods trade is concerned, we are of opinion that our manufacturers are not giving nearly sufficient thought to it. The comparative ease with which the home market can be catered for, and the enormous home demand, are undoubtedly causing the cultivation of an export trade to fall off. Orders are waiting from abroad in their thousands for those manufacturers who care to accept them. We are not unmindful of the fact that shipping facilities have been a hindrance to the furtherance of overseas trade, but these are undoubtedly rapidly improving. In a matter of this kind, it is imperative we look well ahead."

All the more significance attaches to these remarks in view of the attitude of the toy dealers of Canada toward British products, this attitude being a reflection of the sentiment of the Canadian people generally toward all things British.



—Marcus in New York "Times."

WHEN YOU WAVE A RED FLAG, LOOK OUT FOR THE BULL.

Tips on Summer Toy Selling

Toy Sail Boats a Good Seasonable Line, Fitting in Well with Toy Airplanes—Rubber Balls and Balloons Good Lines for Specialized Effort—About Window Displays

SUMMER is a good season for toy selling. This is amply demonstrated in such stores as Eaton's and Simpson's in Toronto, where good year-round toy trade is done. If they can do it, so can any other toy dealer. There are children in every community, and where there are children there should be toys, and these toys should be sold by the local merchants. In the villages the general merchant is the man to sell the toys. In the larger villages, those with from 1,000 to 2,000 population, there is opportunity for stores carrying books, stationery, toys and other kindred lines. Such a store draws trade from the surrounding country and there are instances where book and stationery stores even in villages of less than a thousand people are successfully conducting such a retail business. Naturally the extent of the stock of toys carried will necessarily be smaller in a store serving a restricted community than in a big department store such as those in Montreal, Toronto, Winnipeg, or other large cities, but even the smallest stores can increase their trade by planning to conduct their business as far as possible along the lines of these big stores.

Thus, in July, there is good business to be done with such items as toy sailing boats, a line that will sell anywhere and everywhere if properly handled and adequately displayed and pushed. At the Eaton store at this time there is a most prominent showing of toy sail boats, canoes, and other craft. The former includes models of sailing vessels up to six feet in length, naturally these big fellows attract a lot of attention, and a great many sales of the toys made here are attributable to the notice they get. These or even much smaller sail boats make ideal pieces for good toy windows. These seasonable boats fit in well with a stock of toy airships. In fact these two lines are treated as one in the Eaton toy department, having a whole section to themselves. In the case of the airplanes there are many parts that are sold separately, thus making it a good "come-back" line. The original sale of a toy airplane brings the customer back for supplies as required.

A Made-in-Canada Toy Store

Who is going to be the first retailer in Canada to stock Canadian toys only? This is not to be taken as recommending anybody to do this, but the idea is now feasible on the strength of the infinite variety of toys that are now being made in Canada. This variety is so extensive, running from innumerable small toys up to the imposing structures built with steel construction units, along with such kindred lines as express wagons, various other wheel goods, and all manner of sporting goods for boys and girls, that the store that would properly accommodate a representative showing of all these "made-in-Canada" toys, would have to be one of goodly dimensions.

The whole idea is more practical as applying to any store having a toy department, and again let it be known that this is not to advocate excluding from the stock-in-trade all imported toys, but any toy dealer can make a hit by having occasional window displays devoted entirely to toys made in this country.

In New York there is a toy store on Nassau Street, where only toys made in the U.S., are stocked. A general line of sporting goods, for adults as well as boys and girls, is included in this stock, and with the sporting goods are included bicycles.

In Toronto the Wilson store, on Yonge Street, is among the best known sporting goods houses, and the toy stock here is almost as prominent as the sporting goods. This store constitutes a standing refutation of the theory too frequently advanced that the toy business is not an extensive one except during the season immediately preceding Christmas.

Sand toys for the beaches at summer resorts and toy gardening sets for the children at home, are always good sellers, and should be liberally stocked and exploited.

Rubber Balls

Rubber balls in the various hard and soft varieties and the many kinds and sizes of the fancy colored rubber balls, alone constitute a line with which hundreds of dollars' worth of good profitable business can be done in the course of the year in any town of average size. This is the ideal time of the year for making good showings of these goods. So with baseballs, bats, and all the other lines of sports goods for boys and girls of all ages. The picnic season is upon us and every picnic should be made to contribute a fair share of business to the retailer who includes these goods in his store.

Toy Balloons

Much has been said in previous issues regarding this line. The volume of business done with these small items is surprisingly large. One Toronto distributing house has sold over $10,000 worth this year, and this amount would be far greater had this house been able to get the shipments of the quantities ordered. The output of balloons in the factories in the U. S. runs into hundreds of thousands of dollars each year. This is a line well worthy of specialization on the part of every stationery and toy store.

A new game that is catching on is known as the Cootie game, and it may be described as a rectangular box-like enclosure which has a small square wire enclosure having a specially-designed entrance. There are also three celluloid capsules with small weights and the play is to secure the capsules within the wire enclosure. The top of the device is covered with glass.



In describing the play of the new game the makers have the following to say: A very interesting game may be played by having a game for each player. All of the cooties must be out of the pen. At a given signal all start to play and endeavor to engage the "cooties" as soon as possible. The first player to capture all of the "cooties" calls "cootie" (and play by everyone must immediately stop) is entitled to a credit of 25 points on account of being the first to make a capture. All other contestants are given a credit of 5 points for each cootie they have caught. The game may be set at 200, 300 or 500 as seems desirable. The one who is successful in securing the desired number of points first is the winner, the one having the second highest number of points is second and so on. A booby prize may be given to the one who has the lowest score. An official scorer and umpire should be appointed.

PEANUT TOYS

Among the latest novelties are toys made from peanuts, which are dressed up to represent all sorts of ferocious animals. Given the peanuts, anyone with paint, mucilage, deft fingers and a vivid imagination, can turn out various oddities that make good little favors for the party table. Views of these novelties have been appearing in U.S. papers.



Window Displaya in Goodwin's, Montreal.

Making Profit from Credit Customers

This Article is Useful to Stationers Not Only for Their Own Store But Suggests Sales of Systems to Other Merchants.

SOME good points in how to deal with credit accounts, are brought out by C. C. Miesen, in the "National." "I know," he says, "that most dealers prefer to do a strictly cash business, but there are a great many who find it necessary to cater to a charge trade. A necessary evil, they call it, which must be permitted because of its trade-holding value.

"The dealer who does a charge business is threatened constantly with the grave danger of allowing to certain customers a greater amount of credit than it is possible to collect, or at least, to collect easily.

"It did not take me long to discover that safe credit merchandising depends largely on keeping records that tell from day to day how much credit is granted. Our books always are in balance and it is a simple matter to glance at them to find out whether a customer has reached his predetermined credit limit which always is listed at the top of his account.

The foundation of our system really is our recapitulation sheet. All daily transaction of every nature are accumulated on it—cash sales, charge sales, money received on account, invoices received, checks paid, bank deposits, in fact all the figures of the day's business are listed and totaled before posting to the various accounts in the ledger.

"In the extreme left hand column amounts from all the charge sale slips are first listed and totaled. In the next all items on the charge sale slips are likewise listed and totaled.

"When all the other entries have been made the totals of the various columns are posted to accounts of the general ledger according to instructions printed at the head of each column.

"Thus it will be seen that the system is a complete double entry set of books, that the re-cap sheet acts as a distributing journal.

"Postings to the customer's accounts are made from the sales slips.

One leaf in the ledger binder, which is arranged alphabetically, is devoted to each customer's account. When the account becomes active a statement is addressed and placed in front of the ledger leaf where it remains all through the month. It is posted at the same time as the ledger from the sales slips which are always arranged alphabetically the first thing each morning. After the posting is completed the difference between the total debits and credits is compared with the difference of the totals of the debit and credit posting media, to see if the work has been done correctly.

As the postings are made to the customers' ledger daily and the balance on every account is extended at every posting, we can tell instantly just how every account stands.

"In the general ledger is listed the amount of merchandise bought, the amount of merchandise sold; accounts payable; accounts receivable; bills payable; bills receivable; express: interest; proprietor's personal account; investment account; donation account; office supplies; light and heat; rent; salaries; profit and loss account; and other expense accounts. These accounts give such complete information about the business that it is possible at any time to draw off a detailed financial statement which is valuable in dealings at the bank and in making out the income tax report.

"From my experience extending over quite a period, I am convinced that one of the effective ways to promote business is to offer credit wisely and judiciously. But this cannot be done unless the dealer has constant and accurate knowledge about every account on his books through figures.

Fancy bags and other novelties are to be made by the Veterans' Products Company, Vancouver, from the skins of mud sharks. Operations will be inaugurated early this month by the company, which was organized two months ago. The company has been granted an exclusive license to fish for mud sharks in the Gulf of Georgia.

Speed Up Summer Sports Sales

Picnickers and Summer Vacationists Are All Good Prospects for Seasonable Requirements in Sports Goods

ONE of the biggest functions of a show card is to put notions in the customer's head—purchasing notions. A string of show cards around a store always gets the customer's attention, particularly when he is waiting, and if the proper message are carried further sales should result. At this reason it should be good policy to "play up" sporting goods. This is a good sporting month, and sporting goods are, as a rule, purchased on the spur of the moment. A suggestion or two put in the right spot should often induce a customer to buy. July and August may be called the picnic months and picnics always call for sporting goods. Equally true is it that they are the vacation months but of course nearly everybody's vacation is a picnic lasting two weeks or more, and various sports are indulged in every day requiring sports goods sold by almost every live stationery merchant. The exceptions are the commercial stationers who do not go into lines other than stationery proper and the very few booksellers who sell books only.

Here are a few suggestions for snappy show cards that might be used to advantage at this time:

Tennis is a Tonic!
Here is where to buy
Racquets and Balls.

* * *

Get out on the Links!
Golf is a great game:
Get your outfit here.

* * *

For that Picnic!
Don't be caught
Without Bats
And Balls
Buy 'em here.

Four your vacation!
Take along a good
Indoor baseball:
It will be needed.

* * *

Remember the kiddies!
Buy the boy a bat
Give the girl a game;
See our big Sports Display.

A GOLF INDOW

GOLF is growing in popularity each year. Get a grip on golf trade in your community.

A good way to "get on the map" is to put in a good golf window display.

Large stocks of golf clubs and balls are not necessary for a display. Let the merchant put in his window just a couple of sticks and a few balls and surround this little attention-getter with others sports goods and the chances are that he will reap results undreamed of.

Now for the stationer who is so situated as to be in a position to cater particularly well to the golfers: He might make quite a nice display of the kewpie dolls which are so much in vogue at the present time. Some of the girl dollies might be dressed up as though for the tournament and their male companions could be fixed up in golfing togs. A section of the window could be outlined to represent a nine-hole golf course. The doll representing the golfer would show up well, especially if another doll in patched clothes stood near at hand as though "caddying" and the girl dollies could be stationed around the course in lounging attitudes. Pencils could serve as clubs if regular toy clubs could not be secured. Such a display would be sure to call "halt" to passersby whether they know anything about golf or not and it would certainly appeal to the enthusiasts of the game.

Such a display will catch the attention, and likewise the business, of the golfing enthusiasts of the district.

Here is a suggestion for a display card for use with a window display of golf goods:

AD. SERVICE APPRECIATED

One of the firms regularly advertising in Bookseller and Stationer writes as follows regarding the copy for advertisements prepared by the Ad-Writing Department:

"We take this opportunity to mention that we have been unusually well pleased with the advertisements you have prepared for us. We assure you that it is a pleasure to receive copy of this kind, something just a little different from the general run, and something which has 'pep' and 'gets across'."

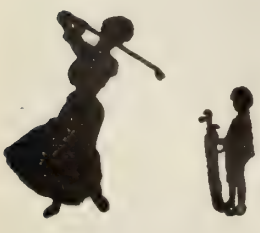
NEW TOY FIRMS—

Hilch Bros. & Co., Ltd., is a new toy manufacturing concern at St. Thomas, Ont., where they are manufacturing an extensive line of wooden toys known as "The Elgin Line," including such items as coasters, sand-carts, doll carts, hay racks and other wheeled toys.

In Toronto the Peerless Toy Mfg. Co. has been taken over by the Beebe-Tod Co., 28 Wellington St. E., who will continue the old lines and add new toy items.

The Toronto Laundry Machine Co. have just introduced in their toy line a doll's house replete with furniture in replica of the chairs, tables, etc., used in real houses.

Alberta Retailer Carries Complete Stock of Supplies Generally Called for During the Golfing Season



"Are you going to golf this year?"

This is the pertinent query that was put to the denizens in and around Coronation, Alberta, by W. J. McNeil, who is a live merchant. Mr. McNeil has been running big advertisements in the newspapers of his district, calling on all interested to drop in and look over his stock of sporting goods. In one display, he says:

"In response to the increasing demand for golf clubs, golf balls and bags, we have secured a large selection of drivers, brassies, mashies, mid-irons, putters, etc., also a fine stock of golf balls.

"We shall be pleased to show you these goods. Make your selections now."

Stationers have for years been handling sporting goods, but there has been a decided hesitancy about handling golfing essentials. Those who have stocked up with these things, though, have found it well worth-while.

Of course, the first thing for the dealer to ascertain is whether or not there is a demand in his district. If there is a great deal of golfing in the vicinity, there is no reason why he should not get his share of the business.

Early Fall Styles in Handbags

Kodak and Avenue Models in Evidence—The Vanity Box—Colors for the Most Part Are Quiet.

THE newest shapes in the leather bags for summer, and even those being shown by the wholesalers for fall, are the "Avenue" bags, a pleasing version of the well-known vanity bag, and the newer developments in the kodak model. Tailored simplicity characterize the best selling lines, and when touches of trimming appear they are invariably part of the general color scheme. Lambskins in morocco grains lead in the kodak models, and the ostrich grains, too, are very strong and give excellent service, due to the splendid wearing qualities of this leather. These bags are showing in greens, tans, brown, greys and dark shades of blue, "Zebu" finishes in browns, tans and taupes are also very good and smart bags of the 4-inch frame type are retailing at about $10.

Kodaks in Patent, Too

"I have done half my business for the past two months in kodak bags," said one of the largest manufacturers of this class of goods in Canada when seen by BOOKSELLER AND STATIONER. "I carry them in long grain and striped patent leather as well as in the colored lambskin in navy, grey and brown." This same maker is showing a number of chain handle effects on patent bags, while his silk moire bags in black with chain handles were also shown among the best sellers.

This same maker carried a very excellent line of linen grain bags at moderate prices that will enable them to be retailed at the most popular prices of $3.50 and $4.50 each. These are also on 4-inch frames.

"We have had little demand for the 5-inch frame, although in the United States these are selling very well, and the present tendency points to a stronger vogue for them in Canada," stated a manufacturer interviewed.

Suede bags are rarely seen in Canada —even in the higher class trade the novel bead bag, the broche and even the feather bag appear, and suede model remains persistently out of the picture.

The Avenue bag with its curved lower edge is very compact and very smart. It is equipped like the kodak bag with mirror, while memorandum pads and small purses appear in models according to size.

The more highly-priced models of course go in for more fittings and more trimmings. The extravagant Oriental designs are seen in exclusive bags, and models of moire, duvetyn, faille and mesh are included in the spring and summer array of more expensive accessories. There are a few light-tinted leathers being shown with gold trimmings in these high-priced lines, but even women of very fastidious tastes will revert to the more tailored varieties after a winter and early spring season of fabric fads.



THE VANITY BOX

This is one of the newest ideas in ladies' handbags. It is fitted with mirror, change purse, memo tablet and hairpin holder. The Vanity Box has a rigid frame and drop sides. This illustration is presented through courtesy of the Canada Leather Products Ltd., of Toronto.

Most stores are featuring handbags just now in a bewildering variety of designs and materials. Comparisons are well nigh impossible among the high-priced novelties in these lines. One of the latest bags is made of chenille embroidery and tinsel thread mounted on a tortoiseshell frame, lined with contrasting taffetas and containing the usual accessories. The shapes favor the conventional oblong or rounded designs in moderately large sizes and are finished with unusual daintiness and care. One such bag was of black and chenille with silver metallic embroidery, while another was developed in tones of green, brown and blue, with gold thread. Plainer, but equally handsome bags are made of navy moire silk, with a large flat top thickly encrusted with beads in vivid colors. The under side of these tops is a mirror of generous size. Another clever little handbag was of real leather in suit case design, with a mirror occupying one entire side and fittings of the first-aid variety in the form of lip stick, rouge, powder, comb and notebook. Other novelty bags, entirely composed of beads are being shown at prices considerably above the $50 mark. These prices, together with tax, will tend to keep these designs exclusive.

An illustration is shown on this page of a distinctly new item in the line of Canadian Leather Products, Ltd., the "Vanity Box."

Another new item in the same firm's line is an adaptation of the "kodak" bag, with folding gusset. This model comes in crepe, morocco, and tapir grain leather, as well as in assorted colors. This is expected to prove one of the particularly popular designs for the coming season both here and in New York.

OVERSEAS TRADE

E. J. Dodd writing from London, says at the Canadian Exhibition, the MacLean business and technical newspapers and magazines and the Financial Post were displayed at the stand of the Department of Overseas Trade, and that quite a number of copies were sold, mainly to persons interested in buying from Canada. One of these was a member of the staff of the Russian Bolsheviki Trade Ambassador, M. Krassin, who made special enquiries and asked if he might be allowed to follow up the reading of the papers by a call on the MacLean Newspapers' London office. It is difficult to know just what is going to happen in Russia, but one thing is certain, Russia cannot get on a normal producing basis without machinery plants and industrial brains. The Jews who are controlling Russia know this, and there are bound to be developments favorable to Canada.

Kamloops, B.C.—J. B. Cliff & Co., have sold their book and stationery store to Ernest V. Bergin.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Bowmanville, Ont.—W. T. Allen's "Big 20 Bookstore," in a recent advertisement of wallpaper, included this paragraph: "Our wallpaper shop has upheld its reputation for quality and moderate prices under all conditions."

Saskatoon.—In one of the MacMillan store advertisements last week, special attention was paid to Japanese dolls, some interesting information being given about Kyota, Japan, with the statement that it is the headquarters of about 75 per cent. of the toy-makers of the Orient. Besides Jap dolls, toy tea sets of Japanese China were advertised, priced from $1.50 to $3.50 a set.

Besides toys, many other Japanese lines were advertised, the whole newspaper page being devoted to goods made in Japan, including photo frames, fancy baskets, picnic baskets and hampers, pocket knives, flashlight cases, carved beads and vacuum bottles.

Perth, Ont.—John Hart, of the "Perth Bookstore," has been doing some good wallpaper advertising. One advertisement which is of suggestive value to other dealers who sell wallpaper ran as follows:

"Over half a century of experience in studying the subject of coloring and design enables us to offer the most selected stock—selected from the best manufacturers in England, Europe, the United States and Canada. Our designs are attractive to a marked degree. The coloring and general finish is of the highest character, reflecting the individuality of our special collection of wallpapers. The care given the selection of every grade gives us satisfaction and we know our line will also please our customers and satisfy the demand of the modest purse or the most exacting critic. Papers for all departments of the House. Call and see our stock.

Regina, Sask.—The Canada Book and Drug Co., Ltd., have been advertising outdoor toys for kiddies. Among the items particularly featured in the newspaper advertisements were: Tricycles, express wagons, kiddie kars, dolls' carriages, wheelbarrows, dump carts, garden tools, sand toys, rubber balls.



Pack Up Your Picnic Basket

Paper Plates, Sanitary Cups, Napkins, Paper Spoons, Thermos Bottles, etc.

As Usual—Prices Are Right

SATURDAY SPECIALS

WE HAVE PICKED OUT A FEW NICE LITTLE SPECIALS FOR TO-DAY'S SHOPPERS. LOOK OVER THE LIST.

PICNIC SUPPLIES

Picnic and Market Baskets, all sizes and shapes, 45c. to $2.75
Wax Paper, 10c roll; 3 for ..... .25
Paper Plates, 15c doz.; 2 for ..... .25
Paper Cups, 25c doz.; 2 for ..... .45
Paper Napkins, 10c doz.; 3 for ..... .25
Wood Lunch Sets, complete ..... .45
Everything for Picnics and Outings.

HAMMOCKS

Every one reduced, 2.75 to 9.75

CROQUET SETS

4-6 and Ball Sets, $1.75 to 3.75

SPORTING GOODS

Baseballs, 15c to 1.50
Baseball Bats, 45c to 1.50
Baseball Masks ..... 1.75 up
Mitts and Gloves, $1.45 to 9.75

TENNIS RACQUETS

Great Values in These, $2.00 to..... 7.50

FOOTBALLS

Complete with Rubber ..... 2.75 up

HARD RUBBER BALLS

All Sizes, Best Grade, 5c to ..... .25

GARDEN SETS

Sets of 3 Pieces, each 50c and ..... .75
Pail and Shovel Sets, 25c to..... .45

PAPERS AND MAGAZINES

Special Prices All Day Saturday
Old Country Papers, 2 for $0.05
Publishers' Prices on all Magazines.
Back Number Magazines ..... .10
Three for ..... .25
Special Prices on All Books

SHEET MUSIC

All the Big Song Hits, 15c to ..... .45

RECORDS

Disc and Cylinder in all the Big Titles, 90c to $1 50

PLAYER ROLLS

All the Big Sellers, 90c to 1.50

PHONOGRAPH NEEDLES

All the Best Kinds, pkg., 15c and .... .20

EXPRESS WAGONS

All Metal and Solid Hardwood Coasters, each $3.50 to 9.75

SKIPPING ROPES

All the Best Kinds, 15c to ..... .75

JACK STONES

Set of 5 Jacks, 5c, 10c and ..... .15

RUBBER BALLS

Plain and Colored, 5c to ..... .75

MARBLES

Plain and Colored, 25 and 30 for ... .05

BALLOONS

All Kinds of These, 5c, 10c and..... .15

PEARSON'S BOOKSHOP

216 EIGHTH AVENUE EAST **PHONE M1970**

Opposite Empress Theatre

WE SELL EXPRESS MONEY ORDERS

"HELLO! TOYLAND!"

Use that for a toy advertisement as a catchline. A Toronto store did that with good effect to introduce a new telephone toy. "Anything new in Toyland?" his advertisement asked. "There is!" "Just for the last few days we've been busy unpacking many interesting, nobby looking parcels.

Some contained:—

Long Distance Telephones—Two steel instruments, each with a bell, attached by a cord along which sonnie's voice runs swiftly and clearly. Price 65c.

Gyroscope Tops—Tumbled out of a number of packages and began whirling around in the most fascinating fashion. Lads with scientific minds delight in these tops. Price, 35c.

Steam Engines—Thorough working models with full instructions. Half a dozen styles. Price, $1.00 to $10.00.

TRAVEL IN THE NORTH

"Wild Life in Canada" is a most interesting record of travel in Northern Canada, by Captain Buchanan, who with Joe Ryan, a trapper, explored Northern Saskatchewan, travelling along Beaver River to Churchill River, Reindeer River, Reindeer Lake, Cochrane River and Lake du Brochet.

SALESMANSHIP

"The sales manager has too often come to be looked upon as a somewhat ornamental part of the machine. The production men have towered up as the giants of the organization. Sales managers and salesmen are to have an opportunity to come into their own again. Their services are to be needed. Their counsel will be sought.

The man who complains wants to do business with you, provided you will meet him half way. The man who doesn't complain stays away from you, and, without any deliberate intention of being mean, he simply relates his experiences to his friends.

Novels Will Be $2.50—School Books Scarce

Book Publishers' Outlook is Serious—Scarcity and High Cost of Paper the Reason.

FROM all sides comes news that points to further advances in book prices. Mr. Walker, head the Ryerson Press book department, st back from England, tells of decided mps in prices about to take effect st as he was leaving on his return p to Canada, and Thomas Allen, back m a conference with Houghton, Mifn & Co., Boston, spoke of the latest sconcerting jump in the price of book per. He said that predictions over ere were that novels would go to 50 this autumn.

"The price of fiction that will rule Britain from now on will be 8s. 6d.," id Mr. Walker, "as against the 7s. ice that has been in force of late. e old English "shilling" reprints, latly published at two shillings, will be 6d."

These advances are due chiefly to the eat scarcity of paper, publishing firms ng able to go on only on account contracts previously made for paper pplies.

Here in Canada there is no relief in ht, paper prices having taken further advances during the past month. is affects the prices of all classes of oks, hitting the wholesale stationery uses particularly hard in the produc- n of various blank books, scribblers, e books, pads, etc.

The school text book publishers are o particularly hard hit. One firm, in inability to get paper from any of Canadian mills, sent a man across border to try to get paper. The t he could do was to get a quotation 19c a pound for a better grade of wsprint, a price practically prohibie when laid-down costs were added. Where is all the paper being turned by Canadian paper mills going.

The paper-makers assert that comratively little paper is being exported s year, but were all the export figures ailable it would not be surprising to d that large quantities were going other countries, while the Canadian nufacturers dependent upon paper carrying on, are hard hit and prices the consumer are forced up far bend all previous high price points.

School Book Shortage.

t may be taken for granted that this r will see a repitition of the experies of a year ago as regards school t books. There is going to be a ious shortage. The available supplies l be far short of meeting the reirements for the September re-open- of the schools. The booksellers uld be prepared for this. It is go- to make their work about as hard it was last September, with no relief sight. The fault cannot be laid at doors of the publishers of school t books, nor to the Departments of ucation in the different provinces, but is attributable to the condition of the paper market, which is beyond their control.

S. B. Gundy has just returned from a visit to the headquarters of the Oxford University Press in London, England. Mr. Gundy found trade conditions flourishing in England, and his remarks substantiated what appears in the foregoing paragraphs regarding advancing book prices.

As regards Bibles, he said, there was a compensating circumstance in the very considerably reduced cost of leather of the varieties used for the binding of Bibles. This would tend to some degree to alleviate the increased cost of paper, but of course did not warrant any prediction that there would be any drop in prices. The best that could be hoped for was that Bibles might continue to be available, for the present at least, at the prices that have ruled thus far this year.

Why Book Prices Go Up

Some Significant Facts About Increasing Costs of Labor and Advance in Paper Prices

AN interesting chart has been prepared by the Macmillan Co., showing the relative costs and prices of text books on a percentage basis in 1914 and 1920. It is shown that in that period costs have increased according to the following percentages: Composing room—Wages of men, 87.5; wages of women, 110; cost of type, 200; cost of proofing paper 200.

Printers' wages, 97; printers' supplies, 60; transportation, 140; cost of paper, 200.

Bindery—Wages of men, 164; wages of women, 185; cost of board, 312.5; cost of cloth, 233.3; cost of glue, 73; cost of thread, 787.5.

As against these figures prices of text books have been increased but 55 per cent. This is submitted as a conclusive answer to any charge of profiteering.

Further information about increasing paper costs is given in an article in the "Paper Trade Journal," from which the following table is taken:

Some Interesting Information About Paper

Rag paper first known in China about 1 A.D.

It was brought to Europe by the Saracens in the 8th century.

Newsprint paper in 1900 cost 2c per pound.

Newsprint paper in 1920 cost 11½c per pound, and can be had in limited quantities only.

A Frenchman, Nicholas Robert, invented the modern paper-making machine.

Prices of Newsprint paper in January of each year, (from Paper Trade Journal).

Year	Rolls on contract	Rolls, single order	Sheets
1910	$2.00 @ $2.10	$2.30	$2.45
1911	2.05 @ 2.15	2.05 @ $2.25	2.05 @ $2.30
1912	2.10 @ 2.15	2.15 @ 2.25	2.25 @ 2.35
1913	2.00 @ 2.05	2.15 @ 2.25	2.15 @ 2.25
1914	1.95 @ 2.00	1.90 @ 2.05	2.10 @ 2.15
1915	2.00 @ 2.10	2.10 @ 2.15	2.30 @ 2.35
1916	2.00 @ 2.15	2.10 @ 2.15	2.20 @ 2.35
1917	3.10 @ 3.75	5.00 @ 6.50	6.00 @ 7.00
1918	3.00 @ 3.25	3.25 @ 3.50	3.50 @ 3.75
1919	3.75 @ 4.00	4.00 @ 4.75	4.50 @ 5.00
1920	4.50	8.25 @ 9.50	

While this table deals with Newsprint it may be taken as indicating the relative advance in all grades of paper.

Following is how the Pulp and Paper Magazine summed up the book paper situation in its last issue:

"The situation in regard to book papers is unsatisfatcory to manufacturers and jobbers alike, due largely to the shortage of raw material and transportation difficulties. One of the largest mills has been compelled to cut out the manufacturers of all but No. 1 grade of book and orders for this grade are booked for months ahead. A Toronto jobber quoted 16 cents a pound for M. F. book for immediate shipment only and advised his customer that by Monday it was possible the price would be 25 cents.

The same jobber wrote one of the biggest mills, complaining that an order for book paper placed months ago for shipment any time this year and at any price, had not been attended to and received the reply that the supply of the grade of paper wanted was causing the mills the gravest concern, due to conditions beyond their control. It was stated that the mills are sold until autumn. They are unable to obtain ground wood, bleached and unbleached, and the tonnage of pulp which they are receiving has been reduced, due to the insurmountable obstacles, which the pulp manufacturers are experiencing, in connection with the bleach situation. This is further accentuated by the reduction in power caused by the fuel situation. Several of the jobbers in Toronto are refusing to book orders for book papers and other short lines, the rule being to take care of old customers as far as possible and do business with new ones only in the warehouse. One jobber told the Pulp and Paper Magazine that he could turn the key in his door and do business from now until the end of the year looking after the orders already in."

SNAPPY POINTS IN SHOW CARD WRITING

More surely in show card writing than in any other job you may undertake, practice alone makes perfect.

While the single-stroke show card Roman letters can be executed in less than one-half the time it requires to outline and fill in the same type letters, the ability to make the "Perfect" single-stroke letters comes only with practice.

But the old idea that one must be "artistic" or "gifted" to do lettering is nonsensical, to say the least, and has frightened many who had a false idea that they "couldn't draw even a straight line."

To play the violin and produce harmony, you must have a musical ear, and months and months of practice would do you no good without that "gift." But show card writing is entirely different. It does not require the delicate touch of a musician or any special gift other than perseverance and grit.

What is necessary is a knowledge of the formation of each letter (in the upper and the lower case) and of the difference between the Full Roman and Egyptian types.

Then procure the proper brushes, brushes that were designed and made for lettering, and go to it. Just imagine you have an ordinary lead pencil in your hand. Make the up and down strokes boldly and the circular strokes with a free wrist movement, and your hand will soon be trained to place each stroke just where you want it to on a piece of paper. This spreads the color evenly through the brush and trains it to make the strokes clean cut. Try your skill on these:

GIVE US THE RIGHT
TO SERVE YOU
AND WE WILL ALWAYS
SERVE YOU RIGHT.

Many Papers Are Now Being "Run" at a Heavy Loss

In view of the suggested further advance in wages and the very serious situation which must arise in that event, the British Weekly Newspaper and Periodical Proprietors' Association has issued a memorandum regarding the high cost of production in which it is pointed out that since 1914 proprietors have had to meet a continued succession of increases in cost of production and distribution, increases which, since the armistice, have been intensified. The conditions under which they are at present laboring include:

1.—High price of paper, blocks, contributions and illustrations.
2.—Higher salaries and wages.
3.—Altered conditions as to working hours, overtime, holidays, and so forth.
4.—Higher railway and other transport rates.

Before the war newsprint (paper for newspapers) cost 2c per lb., whereas it is now 12½c per lb. and over: and there have already been eleven separate advances in printing charges, which have thereby been increased by 120 per cent. to 200 per cent.

For a 32-page weekly paper, with a circulation of 150,000, this means an increase in the cost of printing alone of between $25,000 and $30,000 per annum.

A publication using 20 tons of paper per week was spending in the purchase of paper before the war $830 per week—just under $50,000 per annum. The present cost of the supply for one week's issue for a paper of the same size at 12½c per lb. is $5,780, an advance of $4,850 per week, or $252,200 per annum.

Attempts have been made to cope with these increases by reducing the size of publications, raising the sale price, and by considerably increasing advertisement rates. These efforts have, however, been quite inadequate to meet the increased charges, and many of the publications are, in fact, now running at a substantial loss.

The conditions necessarily affect a very large number of smaller firms to a much greater extent than they do the big corporations, and it must be realized that in the aggregate these smaller firms employ far more labor than the larger concerns, so that when, as is inevitable if conditions do not improve, many of the smaller papers drop out as their reserves are exhausted, unemployment must ensue.

BOOKS RECEIVED

The Voice of the Pack, by Edison Marshall (Ryerson Press), is a thrilling narrative of life in the open woods. Dan Failing, the hero of the story, is given six months to live by his doctor, how the open air life gives him back his health and an intensely interesting love story from the subject of a book which can be safely recommended by booksellers to all readers seeking a good story.

WHY NOT GIVE US
A TRIAL? WE WANT
A CHANCE TO SHOW YOU
WHAT WE CAN DO.

Resolutions Passed by Sask. R. M. A.

Moose Jaw. — A number of amendments to the provincial legislation affecting hawkers, peddlers and other agents were asked in resolutions passed by the Saskatchewan R.M.A. convention here. One resolution asked that the Hawkers and Peddlers Act be made applicable to agents who are residents of towns in which they operate. At present residents do not require to take out licenses.

Another resolution asked that the license fees should be made to cover one line of goods only, with additional lines carried by a single peddler to be charged for on a sliding scale.

Other resolutions passed were:

To make it compulsory for village councils to enact an early closing by-law when a properly signed petition is presented.

To have the Bulk Sales Act amended to include farmers.

Asking the Western Board to organize farm implement retailers so as to enable them to present a solid front in demanding wider margins and better contracts from the wholesalers and manufacturers.

Asking for the amendment of the Saskatchewan Auto Repairs Act, which was contended to be unworkable.

To increase the provincial membership fee of the R.M.A. to $20 from $15 as at present.

Few Changes in the Executive of Sask. R. M. A.

MOOSE JAW. — Only two changes were made in the personnel of the executive of the Saskatchewan R. M. A. in their elections. The officers for the ensuing year are as follows:

President—S. D. McMicken, Moose Jaw; first vice-president—W. P. Bal Assiniboia; second vice-president—George Matheson, Craik; honorary secretary—Garfield Wray, Regina; treasurer—S. E. Fawcett, Saskatoon.

THE RED WIDOW

This mystery story, by William Le Queax has already appeared serially in five languages. The plot is based upon a scheme whereby the lives of persons are insured for big sums without their knowledge, and then by the dastardly conspiracies of "The Red Widow" and her associates, these persons are got rid of. With the mystery is combined an exciting love drama.

GIRL GUIDES' GAMES

"The Girl Guides' Book of Games," by Miss Alice Behrens, comes from Constable's, of London. There are relay races, ball games, fox games, tags, quiet games, musical games, out-of-door games and miscellaneous games.



Books

FICTION—SEDATIVE OR STIMULATING

The "Piper," the individual giving the periodical of that name its personality, in the last issue, told of friends who came to sit beside the fire in his cluttered study to discuss cabbages, kings, and books. Here is how he described their differing views as to what they like to get in books of fiction:

Says A, stretching his long legs luxudiously before the fire:

"When I get through a day's work I want a book that makes me forget not only work—but life as well. One of the pleasures of reading fiction is that it gets you away from reality—now life hasn't any plot, but the stories I like have plot, thrill, plenty of action, and a happy ending."

"Oh, yes," replies B, "if you like that sort of thing—happy endings and all such improbabilities."

"I do," says A, undismayed by the tone of scorn, "and I like characters in fiction to be a bit better, or at least more exciting than those you actually know. Now, take Arnold Bennett, for instance; reading his books is no more pleasant than life—it's too much like it. But a good story—like 'The Red Lady'!"

"Of course," said B, still scornfully, "a sedative for a tired brain! But that isn't the way to read fiction! A novel should not be merely an easy escape from reality,—it should be reality itself. And this can be done in two ways. Bennett, Wells, Willa Sibert Cather, or Mary Austin achieve realism by what the critics call documentation—a careful accumulation of faithfully observed details. A smaller company of novelists get their effect, as do the great poets, by the reduction of life to its essence; then you get a work of art that is more intense, more beautiful,—perhaps more tragic,—than life itself, but it is also more true. Such, for instance, is 'The Third Window,' in which the heights and depths of the human soul are illuminated by a single brief episode."

And the "Piper," not because he is host, but because he has seen many books and many men, murmurs, "Both are right! And it is to this dual nature of the novel, which may be either a sedative or a stimulus, an escape from, or an intensification of life, that fiction owes its popular supremacy."

SUMMER

IS THE BEST TIME FOR BOOKS

Because it is the best time for all-round living.

Pick out a few of these good titles to help you enjoy your vacation.

HEARTS OF THE WORLD

A novelization of D. W. Griffith's screen success, "Hearts of the World," characterized as "the sweetest love story ever told," comes from Holden & Hardingham, of London. The author of this book is David Whitelaw, who wrote "Pirate's Gold," "The Man on the Dover Road," etc.

BEST SELLING BOOKS IN CANADA
Fiction

		Pts.
Mary Marie	Porter	114
The Portygee	Lincoln	102
Kindred of the Dust	Kyne	60
House of Baltazar	Locke	64
The Man of the Forest	Zane Grey	60
The Splendid Outcast	Gibbs	36
Strong Hours	Diver	36

Non-Fiction

How It Can be Told	Philip Gibbs	36
Economic Consequences of Peace	Keyne	20
My Life With the Eskimo	Stefansson	18
Rudyard Kipling Verse, 1885-1918		16
"Memories"	Lord Fisher	12
Keeping the Seas	Evans	8

Widening the Book Market

In Many Homes There Are No Books at All—Immense Field Awaits Development—Bookstores and Libraries Should Co-operate

THIS year's convention of the American Booksellers' Association held at Philadelphia, referred to in this paper last month in connection with the proposal to raise a fund of $100,000 for a national book advertising campaign, was attended by over five hundred members of the trade, Canada being represented among the delegates. This convention dealt not only with the question of greater efficiency in bookselling but tackled the problem of widening the scope of their service to the community, to make more readers and generally to serve the cause of good literature.

That a large opportunity of further usefulness is open to them, United States Commissioner of Education Claxton indicated when he estimated that in nine-tenths of the American country homes there are no books at all, and that fifty millions of Americans never have seen a library or a book advertisement. To reach this non-reading public is well within the booksellers' power. The president of the association acknowledged as much when he advocated a drive for 5,000,000 additional book buyers in 1921.

Such an enterprise carries with it the nation's whole-hearted endorsement. Every time a new bookbuyer is made there is made also a better citizen. On the principle that any book is better than no book at all, five million additional book readers will mean that the national intelligence and the national taste has been by so much improved.

No class in the community should be more inerested in the work of the bookseller than the teacher. In so far as his means permits he should be a constant book-buyer, and, in addition, he should encourage the boys and girls to buy books in order to build up their own private libraries. He should preach the gospel of good books in season and out of season. The rural teacher, through the library in his or own school, has an especial opportunity and obligation in this matter. Now that the new Public Library, the teacher has a great opportunity to render the community a far-reaching service by gettting behind a movement to take advantage of the act and to start a new library. Booksellers should encourage every movement for widening the field of public libraries, whether it be opening new libraries or enlarging existing ones. The wider the use of the public library in any community the better will the trade of the local bookseller become, providing, of course, that he is living up to his opportunities and is giving the people a real service in his bookstore and not influencing people by his laxity to turn their book orders to the mail-order houses. It is estimated that in the United States alone fully sixty million persons are without access to free public libraries. Friends of libraries throughout the United States are now engaged in raising a "Books for Everybody" fund of $2.000,000.

Prosperous Days Before Book Trade

No Excise Tax on Books Will Mean Immensely Increased Purchases of Books as Holiday Gifts—Something About Big Campaigns to Popularize Books and Reading

HERE is no excise tax on books. That fact is going to be a big factor in making for increased sales of books in the remaining months of this year and especially for the 1920 holiday gift trade. People will turn naturally from the numerous luxuries that are taxed and books at all prices, including the higher priced de luxe volumes will be sold more extensively than ever before. In expectation of this bookseller should prepare for this eventuality and no opportunities should be lost for helping along the idea of promoting books as the most suitable Christmas gifts. It is probable that there will be national advertising of books in the newspapers and magazines of national circulation in the autumn months.

Cue for Retailers

The retailers, too, should do a reasonable amount of newspaper advertising linking up whenever feasible with the national book publicity campaign.

The retailers will naturally expect to find in Bookseller & Stationer trade advertisements by the Canadian publishers and these should be most carefully planned so as to be practically suggestive and informative to the highest degree so as to afford a real service for the retail booksellers throughout the country.

To Popularize Books

Anything done to spread the practice of reading is good for the retail bookstores. Mention has been made before in these columns of the great work being carried forward by the American Library Association and last month information was given about the big publicity campaign for books which the American Booksellers' Association will undertake this autumn, to be emulated, it is hoped, in Canada. "Leslie's" gives some enlightening facts about what the American Library Association is accomplishing.

Vocational Books

In its service to seafaring men, it was found that out of a hundred books chosen by the officers of a ship before putting to sea, hardly any would be fiction. The prime favorites in every case were vocational books, followed by travel, history, economics, philosophy, politics, biography and poetry. It may surprise good land dwellers to learn that the seamen in choosing their library followed closely the example set by their officers.

In the great bookstores of the city there is an ever-increasing demand for books dealing with the realities of life as compared with the old-time passion for "thrillers."

Turning to the general work of the American Library Association, one need only read its published program to see that it constitutes a most important factor in the education of the nation. Seventy million people are still without public library facilities. The American Library Association is a strong leader in promoting library legislation and in rendering assistance and advice in the establishing of libraries. In business and industry, employers and employees alike are finding common ground in their common studies. Vocational books and books upon social problems bring both classes in industry into an intellectual contact and understanding much to be desired.

The association makes surveys of communities; determines the kind of library service needed; and it carries on a continuous nation-wide campaign of publicity for the purpose of increasing the use of books and libraries.

In public health service, among the blind, among soldiers and sailors, and citizens of alien birth, the men of the coast guards and lighthouses, and in many other ways and places the association carries on its uplifting ministry.

The libraries of the U. S. receive an annual income of only sixteen and a half million dollars. Rather a small investment in nation-building as compared, let us say, with what is spent for fur coats, or chewing-gum.

The American Library Association is one of our most valuable public services. It is asking for a fund of two million dollars for the enlargement of its work during the next three years. This appeal will meet with immediate and generous response. Men are what they are in their minds and souls, and in these days every agency which has as its object the strengthening of the moral sense, and the informing of the mind, must receive generous and enthusiastic support from all who love their country and desire the progress and prosperity of their fellow men.

HELPS IN PUBLIC SPEAKING

Grenville Kleiser, already the author of a number of books on public speakin has added to his list of productions a new series of ten titles:

How to Speak Without Notes.

Something to Say: How to Say It.

Successful Methods of Public Speaking.

Model Speeches for Practice.

How to Sell Through Speech.

Impromptu Speeches: How to Make Then.

Word Power: How to Develop it.

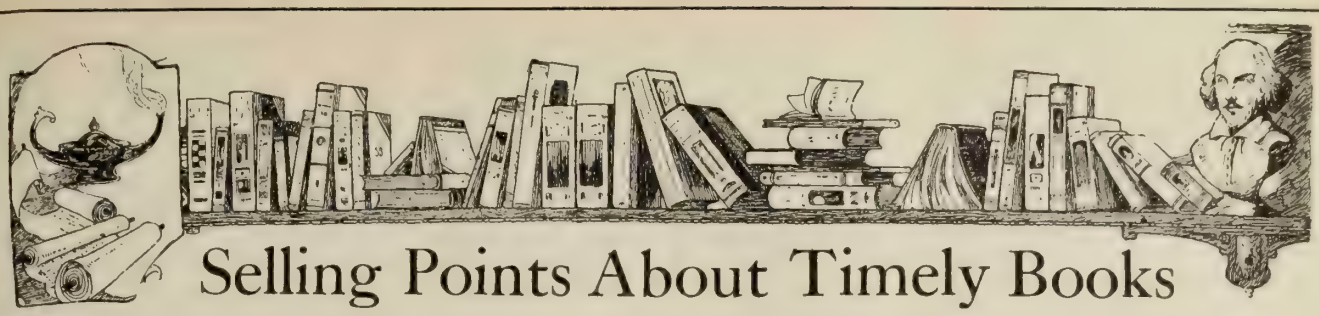
Christ: The Master Speaker.

Vital English for Speakers and Writers.

Talks on Talking.



Delegates to the seventh annual convention of the Saskatchewan Retail Merchants' Association in Moose Jaw. Seated in front is the executive for the coming year, consisting of George Matheson of Craik, 2nd vice-president; Garfield Wray of Regina, hon. secretary; J. A. Banfield, of Winnipeg, Dominion president of the R. M. A.; S. D. McMicken, Moose Jaw, president; W. P. Ball, Assiniboia, first vice-president; S. E. Fawcett, Saskatoon, treasurer.



Selling Points About Timely Books

SHEILA INTERVENES

Sheila, the heroine of Stephen McKenna's latest published novel, is a genius in her own line and plays the role of special Providence to her friends. Her intentions, though generous and friendly, nearly bring about the ruin of four lives. The setting is London and other places in the British Isles. Wit and gaiety are intermingled with love and politics This is one of McClelland & Stewart's latest issues.

A TIMELY BOOK

"The Young Canadian Citizen" is the title of a little work by Dr. J. O. Miller, which has just been published. It deals with civics, economics and ethics as subjects of school study. The appearance of the book is timely. The leading questions and movements of the day are of a character to impress on the minds of most people the need for the systematic instruction of our boys and girls in the fundamentals of citizenship. Next to religious teaching, instruction of that kind is necessary for inculcating the public virtues in the rising generation of Canadians. The book covers the ground well. There are lessons of citizenship that cannot be taught from a text book, but the teacher whose heart is in his calling will know at what points to supplement the matter and plan of this excellent little work.

SPIRITUALISM

Taking advantage of the present "boom" in the occult, Watts & Co., of London, have published a trenchant criticism from the pen of Joseph McCabe entitled "Is Spiritualism Based on Fraud?" From the same people have come "Life-Stories of Famous Men," series a compact biographical study of the late Professor Huxley, by his son Leonard Huxley, LL.D., and a volume on Auguste Comte by F. J. Gould. Surgeon Captain C. Marsh Beadnell, R. N., has just published through Watts & Co., "The Reality or Unreality of Spiritualistic Phenomena," being a critical examination of the famous Belfast experiments of Dr. W. J. Crawford.

RAINDROPS

John Trevena, has written a fine new novel in "Raindrops," published by Holden and Hardingham, of London. Previous novels by this author include: "Furze, the Cruel," "Heather," and "Granite."

CHILDREN'S BOOK LORE

In Boston there is a bookshop for boys and girls. A good example of its value of "atmosphere" in advertising is the accompanying illustration of the title page of a folder prepared for this bookshop for boys and girls. It reproduces in type and effect much of the effect described in the reading matter of the little book. The original was done in brown and black, and produced a quaint effect that was entirely in keeping with the story the printed page had to tell. There is that little "touch" to the whole thing that is more effective than any amount of splash and design. The brown was used in the border and cut, while the rest was in black. The whole thing is highly suggestive of old books and quaint ways.

Canadian booksellers will be interested in this novel idea of advertising a bookshop.

CURE FOR BOLSHEVISM

There is to come from England shortly: "Bolshevism—It's Cause and Cure," by C. Sheridan Jones. The author points out that it is from the Bolshevists in our midst, organzing labor discontent here at home that the real peril arises and their aims and methods are dissected and laid bare. This book in fact unveils Bolshevism, and shows exactly how Society can protect itself against the revolution which threatens to submerge the whole fabric of our civilization.

NAT GOULD'S NOVELS

When the Canadian army arrived in Britain it quickly discovered the late Nat Gould; the same can be said of the U. S. A. army. There has recently been published a further popular edition of "Left in the Lurch,' at 2 shillings, and a new novel "Won on the Post," at 1 shilling.

Sir Gilbert Parker is coming to Canada to attend the Imperial Press conference.

JEWISH VIEW OF JESUS

A book dealing with the life of Jesus Christ written from the viewpoint of the Jewish religion is perhaps somewhat unusual and Dr. H. G. Enelow's volume, **A Jewish View of Jesus,** should prove of great interest as a notable contribution in this unique field. The author emphasizes the greater toleration and kindliness which prevades all religious thought to-day as contrasted with the stern sectarianism of past ages.

HOPKINS MOORHOUSE

Hopkins Moorhouse, author of "Every Man for Himself," is a native of Bervie, Ontario, where he was born in 1882. He was educated at London, Ont., where he graduated from the Western University with honors in English literature. After graduation he became a newspaper man and was night editor of the "The London Free Press" when he received an appointment as private secretary to the Premier of Manitoba, in 1906, and went West.

After three and a half years he accepted a magazine editorship and removed to Toronto for a year, returning to the West to become assistant Deputy Minister of Agriculture for Manitoba. He is generally regarded as an authority on Western agricultural life and general conditions, and is strongly Canadian in sentiment, as witness the wide interest created by his book "Deep Furrows."

While "Every Man for Himself" is Mr. Moorhouse's first novel, he has already contributed many short stories to the Red Book, Munsey's, Lippincott's, Maclean's and other American and Canadian periodicals. Most newspaper men will enjoy it for the plot centres around a Toronto newspaper office, and newspaper work.

NEW EDITIONS

From John Long, London, come copies of new issues of "Forest Fugitives," by T. G. Roberts; "A Flirtation With Truth," by Curtis Yorke; "The Deacon's Daughter," by Richard Marsh, and "The Garment of Immortality," by A. & C. Askew. These are all in 2 shilling editions.

CONSERVATION READER

New readers, known as the Conservation Series, are being put out by the World Book Company, of Yonkers, N.Y. The theme of this new text book, the work of Harold W. Fairbanks, is the conservation of natural resources. While ostensibly intended for school use, it is pointed out that it will be found useful by such organizations as the Camp Fire Girls, Woodcraft League and Boy Scouts.

Customer: "Have you a book called 'How to Acquire a Good Carriage'?"

Assistant: "No, Sir but here is 'Seven Way to Obtain an Automobile'?"

RESPONSIBILITY OF U. S.

S. C. Vestal's important work, "The Maintenance of Peace" (Putnam's), is a big volume of nearly 600 pages and is a study of the factors that disturb domestic and international peace. These factors, the author maintains, are political and can be settled only by political agencies—never by courts or arbitration, nor by indifference and neglect, nor by conferring war powers upon advisory bodies not possessing authority to support armaments by taxation. International peace may be preserved by the power of the majority of mankind as domestic peace is preserved by the power of the majority in a nation. The author shows how this desirable end has been and may be achieved. Booksellers should bring volumes such as this to the attention of the thinking people of the community.

The author tells of the joint action of Russia and Britain in 1875, when Bismarck had made up his mind to crush France because that country was recovering so rapidly from the disaster of 1870. Russia and Britain said, "No." and Germany did not declare war. Similar joint action would have prevented the Franco-Prussian war five years earlier, and **"similar action on the part of England and the United States would have prevented the war of 1914.**

BEYOND THE GRAVE

In "From the Known to the Unknown" by J. W. Newcombe, London, J. W. Clarke & Co., Ltd., one point of great interest is that it is written by a layman, who has worked out his ideas in the midst of a strenuous business career. He has read widely and thoughtfully, and the general principle underlying his views and conclusions is that from our established knowledge, from the accepted facts of science and the laws based upon them, we may reasonably infer much concerning the unseen world, and the life beyond the grave. The great desire of the writer is to create a wider interest in the possibilities of existence beyond the present life, and those who may not accept all his conclusions will be interested by the wide sweep and ingenuity of his reasoning.

JOHN CRERAR LIBRARY

Bookseller and Stationery is in receipt of a copy of the annual report of the John Crerar Library, of Chicago, and it is interesting to report that this institution is to have a new home which will cost approximately $1,300,000.

The number of books in this library has been increased by 13,596 volumes, and there are now approximately 427,000 volumes, 13,000 maps and plates, and 155,000 pamphlets. The Library has on its records 4,249 titles of current periodicals and 14,443 other serials.

There have been added to the Collection of Trade Catalogues 270 in continuation of previous gifts and in response to 48 requests. The total number in the collection is now 5,310 pieces from 2,307 firms.

EAST MEETS WEST

Arthur Bullard, whose earlier novels, **"A Man's World"** and **"Comrade Yetta,"** were published under his pen name, "Albert Edwards," has written a new book: **"The Stranger."** In developing his theme the author has drawn largely from his travels in North Africa and the Near East and has distilled them into the most delightful kind of fiction. East meets West through the adventures of a Moslem in New York. It is a tale of human contrasts, a new sort of love story, sounding insistently and convincingly a stirring note of hope. Mr. Bullard deals with his theme in the same frank, vigorous fashion which readers have come to expect from him.

PAMPHLETS

The long-predicted advent of pamphlets into the American book trade has at last occurred. One published has been using full-page space to advertise sixteen pamphlets. "Why not pamphlets?" the ad. is captioned. "In Europe," it continues, "substantial books have long been issued in paper covers. We did not observe the custom because cloth binding was so cheap. But no longer! The only way to meet the high cost of reading is to bring out paper-covered books in large editions." Publishers who have received word of yet another binding increase will be inclined to concur in this view.

THE UNFORTUNATE LOVER

Some men climb mountains, others collect postage stamps, others, again, devote the only serious hours of their lives to golf, and there are yet others who find existence most exquisite when they are doing twiddly things on roller skates. Fundamentally, they are all controlled by the same instinct—the urgency of finding a means of self-expression, of demonstrating the possession of personality.

The hero of "The Unfortunate Lover," by Morton Howard, got in a lot of good work for civilization without knowing it. Love provided his mode of self-expression. The world was a peach orchard to him. Love was his long suit—though there was emphatically more than one queen in it. He wasn't lucky. Several episodes in his amorous career are set forth for you to read and, if necessary, take warning by.

A NEW POLLY

Grace Miller White, whose previous novel, "Tess of the Storm Country," proved so popular, has written another story about the same section of the country, called "Storm Country Polly." The storm country is that portion of New York State near Ithaca and Lake Cayuga, and this special tale concerns the attempted ousting of a settlement of squatters from the lake shore. All the old familiar ingredients of the time-honored popular noved scheme are injected into the story, including a secret marriage and a rich but honest gallant falling desperately in love with the ragged but beautiful Polly.

NEW AND FORTHCOMING

A new Masefield volume, entitled "Enslaved," will be published, which, besides the title poem, contains two other long poems — "The Hounds of Hell," "Cap on Head"—and some shorter pieces and sonnets.

Announced for early publication is the first number of the "British Year Book of International Law." Hitherto there has not been in existence any organ having for its aim the definite object of expressing British views about the interpretation of the law of nations. The new "Year Book" will supply this want.

Among the arrangements made by Mr. Walker, of Ryerson Press, were those for the Canadian publication of Jeffery Farnol's new novel, "Black Bartelmy's Treasure"; Hall Caine's, "Masters of Men"; "The Heart of Unaga," by Ridgewell Cullum; "The Adventurous Lady," by J. C. Snaith; "Daisy Ashford, Her Book"; "Returned Empty," by Florence L. Barclay; "Anthony Dare," by Archibald Marshall; "The Hand in the Dark," by Arthur J. Rees, and "When Labour Rules," by Rt. Hon. J. H. Thomas, M.P.

In Geneva, Switzerland, he made arrangements with the leading book publishing house of Jeheber, for French editions of standard works, including Dr. Stall's, "Self and Sex" series.

SUPPORT CANADA'S MAGAZINES

St. John, N. B., June 21.—Boycott of Hearst publications and others unfriendly to the British Empire was among the questions under discussion at the convention of the National Council of Women here.

It was urged that Canadians spent $19,000,000 yearly on United States publications, and that the people of the Dominion should be more loyal to their own papers and magazines.

SPIRITUALISM IN FICTION

Popular interest has placed psychic phenomena, comments a writer in a recent magazine, far above prohibition as a topic of all discussion. The real need at present is "an attack on the underbrush of charlatanism, spiritualism, which is springing up unchecked." There has been published in the last few years a really amazing amount of material on spiritualism, but, as "The Bookman" points out, little that attacks the "underbrush," which is possibly obscuring a genuine truth. In "The Third Window," Anne Douglas Sedgwick shows how tragically disastrous can be the result of unscientific and emotional belief, the "underbrush of spiritualism.

NEW ISSUES BY JOHN LONG

New volumes from John Long, London, include "The Garment of Immortality," by Alice and Claude Asken, in a 2s. edition; a 1s. paper edition of Nat Gould's "Won on the Post;" "The Deacon's Daughter," by Richard Marsh, 2s; "Left in The Lurch," by Nat Gould, 2s; "Forest Fugitives," by Theodore Roberts, 2s, and "A Flirtation With Truth," by Curtis York, 2s.

PACKARD'S LATEST.

"The White Moll," Frank L. Packard's latest novel, published by Copp Clark Co., deals with the adventures in the underworld of a young woman of wholly fine nature and upright life who has gained the confidence and respect of its inhabitants because she never reveals any of the secrets she learns or suspects in the course of her errands of mercy among them. On one of these visits, in which she wishes only to succor a woman supposed to be a drunkard, she is pitchforked into the situation of being apparently guilty of robbery. She manages to escape from the detective and to flee to the home of the woman she has aided. And after that, in the guise of this woman, who is really not a drunkard but one of a gang of crooks, adventures and dangers come thick and fast. There is a complicated plot in which events past and present and a great variety of people are closely and skillfully interwound. As a tale of the undoing of criminals and the gradual solving of mysteries that thicken and increase even before the eyes of the reader as he begins to think he sees through them, it is a clever, absorbing story, with a certain freshness in its theme.

MAMMY'S WHITE FOLKS

A warm welcome awaits "Mammy's White Folks," in the hearts of the many who enjoyed Emma Steed Sampson's "Billy and the Major." This new romance of the south presents the old-time darky mammy, who "owned" her "white folks" and ruled them much more than they controlled her.

In "Mammy," the mellow old darky autocrat of young Doctor Wallace's bachelor household, Mrs. Sampson has created a character as true to life as "Billy."

With swiftly mounting interest the narrative carries the reader through the colorful life of a "good luck baby"—left a foundling on "Doc Andy's" doorstep —who grows to radiant womanhood under Mammy's devoted care. This is one of the new Copp Clark Co., issues.

THIS SIDE OF PARADISE

Scott Fitzgerald's "This Side of Paradise," published by Copp Clark Co., is a novel that seems more like an amazingly frank autobiography of a man's actual experiences—written with the unexpected freshness of youth itself and a touch of its insolence—than a work of fiction.

Amory Blaine, "son of Beatrice," is carried in its pages through an expensive boyhood, through Princeton and a series of love affairs, into the war for a while, and then to New York. In New York he falls in love again and loses. After one more Indian-summer love the book comes to a climax in a dramatic clash between the hero's desire to express himself as an artist and the pull of the deeply rooted orthodoxy within him.

BOOTH TARKINGTON

Booth Tarkington is writing a new novel to be called "Alice Adams."

AMBUSH.

The adventure and romance of the days of the bitter war between rival fur companies from the background of Samuel Alexander White's new novel "Ambush," which Gundy's have recently issued. A strong man was Paul Carlisle, whom the Hudson's Bay Company thought good enough to take charge of their most important post. But to Paul's fight was added a new difficulty, the love of a rival company chief's daughter. What follows is the big story of a man's fight for his own honour and a woman's love.

The Canadian historical interest should not be lost sight of by booksellers in dealing with books in which the scenes are laid within the vast territory formerly dominated by the Hudson's Bay Company.

GREAT AUTHORS' WEEK

Canadian bookstores may well take a leaf from such an enterprising store as Wanamaker's of Philadelphia. The "Ledger" of that city, tells of a recent "great author's week," as held in the book department of that store. The attractions included lectures by well-known authors and an exhibition of rare manuscripts and souvenirs of great writers of past and present. There were exhibited, books, autographs, busts and portraits of literary notables, from Disraeli to Tarkington. The collection ran from time-yellowed personal letters written by famous hands to the notebook of an author's new story not yet published. Included in the range of literature were works of Mark Twain, Dickens, Van Dyke, Joseph Conrad, Chambers, Conan Doyle, John Hay, Wilkie Collins and many others.

Practically every name in English-literature was represented in the form of some souvenir—from the creator of "Little Women" to the originator of "Penrod;" original manuscripts by Henry James, whose "Daisy Miller" was shown in hand-written title pages; Richard J. Dana's "Two Years Before the Mast;" poems by Eugene Field, Bret Harte, Edmund Clarence Stedman, Henry Van Dyke, John G. Saxe, William Cullen Bryant and Julia Warde Howe, with a stanza of the latter's "Battle Hymn of the Republic." There were also manuscripts of Anthony Trollope's novels, of Thomas Hard's "Far From the Madding Crowd," some of Charles Lamb's notes and of his priceless Johnsoniana.

Letters, autographs or portraits of such vivid personalities as Longfellow, Browning, Tennyson, Dickens, Huxley, Frank R. Stockton, Haarriet Beecher Stowe, Whitman and others were also on view.

Booksellers in small towns may say that all these are beyond their scope, but that does not prevent them from acting upon this suggestion and carrying out some sort a programme that is practicable. By striking a new note in advertising they will certainly create interest that will attract additional trade.

BOB EDWARD'S ANNUAL

An advance sale of 30,000 copies, mostly in the West, for Bob Edward's Summer Annual indicates the popularity of the effusions of the editor of the "Calgary Eye-Opener" and there is every reason to believe, after looking into this book, that the Western demand will find a counterpart in the East, supplemented by wide demands from over the border and from the dominions beyond the seas. This is not to be understood as being intended as setting anything in the nature of a seal of approval on the contents of the book. It is simply a chronicle of facts about the launching of this volume on the book trade seas. As to the reason for publishing it perhaps it will be as well to quote the redoubtable perpetrator himself:

"Friendly goofs took the position that the world having become Bolshevik, craved a form of mental pabulum which was simple, crude and easy of comprehension. Difficult stuff, like Carlyle's French Revolution, Haeckel's Riddle of the Universe and Wesley Rowell's Life of John L. Sullivan, so the goofs claimed, had had their day as selling propositions, and there now was a great opening for something really punk. This line of argument, while disconcerting to a proud man, contained enough elements of truth to make me fall for it!

Most of the contents of this parvun opus have already appeared in the Calgary Eye-Opener during bygone years, but this should not make much difference, because there are a devil of a lot of people who never saw or heard of this remarkable western family journal. Universal enlightenment, one must regretfully admit, is a good deal of a myth."

NEWS ITEM

A new periodical from England is, "The Motor Ship," published by the Temple Press, Limited, of London. It is a monthly publication dealing with motor ships from the commercial standpoint. The first issues have been received with decided approval in England.

YELLOW SOAP

From the atmosphere in which laundry soap and toilet soap are identical the hero of Katherine Haviland Taylor's novel just issued by Gundy, rises in his manhood to power and social prestige. The title of the book is "Yellow Soap."

As a boy the hero has interesting adventures with "knights of the road" and other strange and whimsical characters, by which he acquires strength and experience

The parallel story of the little girl with the pink hair-ribbons, is quite as interesting.

Familiarity with these points of interest on the part of booksellers and their assistants will materially promote sales of this book to the many people who thoroughly enjoy just such a tale.

Monthly Record of New Books

Published by Firms Established in Canada

THE COPP CLARKE CO., LIMITED

Fiction

The Kindred of the Dust, Peter B. Kyne, cloth, $2; The White Moll, Frank L. Packard, cloth, $2; Hannah Bye, Harrison S. Morris, cloth, $2; The Night Operator (re-issue), Frank L. Packard, cloth, $1.25.

Non-Fiction

"You," Irwin R. Allen, cloth, $3.50; Buffalo Bill's Life Story, illustrated by N. C. Wyeth, cloth, $3.50.

S. B. GUNDY

Fiction

Yellow Soap, Katherine Hamiland Taylor, $1.75; The Killer, Stewart E. White, $1.75; The Riddle of the Frozen Flame, Mary E. and Thomas W. Hanshaw, $1.90; Ambush, Samuel Alexander White, $1.50; Hidden Trails, William Patterson White, $1.90; The Long Traverse, Katherine and Robt. E. Pinkerton, $1.50; Dead Man's Gold, J. Allan Dunn, $1.50; The River Prophet, Raymond S. Spears, $1.50; Penitentiary Post, Katherine and Robt. Pinkerton, $1.50; Valley of the Giants (new edition), Peter B. Kyne, $1.90

Non-Fiction

The Life of Sir Alexander T. Galt, by Professor Skelton, $4.

Juvenile

Full Speed Ahead, Henry B. Beston, $1.50.

MACMILLAN CO. OF CANADA, LTD.

Fiction

Great Accident, B. A. Williams, $2.25; In Lincoln's Chair, I. N. Tarbell, $1.10.

Non-Fiction

Press in War Time, Sir E. Cook, $2.50; Limits of Socialism, V. F. Boucke, $1.65; Straight Deal, Owen Wister, $2.25; Christian Faith in the New Day, C. B. McAfee, $1; Teaching by Projects, C. A. McMurray, $1.50; Education and the General Welfare, F. Secrist, $1.80; Every Day English Writing, W. L. Stoddard, $1.10; National Guilds and the State, S. G. Hopson, $4.50; School Book of Farming, L. H. Bailey, $1.35; Implication and Linear Inference, B. Bosanquet, $2.50; Sir Roger De Coverley, J. F. Frazier, $4.25; Idea of Progress, J. B. Bury, $4.75; Through Deserts and Oases, P. Sykes, $7; Our Italian Front, W. Allen, $8.50; Our Salonika Front, M. A. Mann, $8.50; Artists' Sketch Book, Bath and Wells, D. S. Andrews, 75c; Artists' Sketch Book, Durham, R. J. D. Bertram, 75c; Intro. to Old Testament Study, E. B. Redlick, $2; Christ's Thought of God, James M. Wilson, $1.65; India at the Death of Akbar, W. H. Moreland, $4; Cytology, W. E. Agar, $4; Thoughts on Union Between England and Scotland, A. V. Dicey and Rait, $5.25; Handbook to Cyprus, Luke and Jardine, $4; Christian Freedom, F. E. Hutchinson, $1.65; Hope of Man, W. H. Hutton, $1.65; Modern Geometry, C. V. Durrell, $2; Reign of Religion in Contemporary Philosophy, S. Radhakrishman, $4.

Juvenile

History Pictures, Modern Times, G. H. Reid, 60c.

GEORGE J. McLEOD, LIMITED

Fiction

The Hills of Han, Samuel Merwin, cloth, $2; The Ramblin' Kid, Earl Wayland Bowman, cloth, $1.75; Come-on Charley, Thomas Addison, cloth, $1.75; Outside Inn, Ethel M. Kelley, cloth, $1.75; Suspected, George Dilnot, cloth, $1.90; Ladyfingers, Jackson Gregory, cloth, $1.90; Blacksheep! Blacksheep!! Meredith Nicholson, cloth, $1.90; The Shadow, Mary White Ovington, cloth, $1.75.

THE MUSSON BOOK CO., LIMITED

Fiction

Bob Edwards' Summer Annual, R. C. Edwards, paper, 60c.; Alsace in Rust and Gold, Edith O'Shaughnessy, cloth, $2.50; Ballads of Old New York, Arthur Guiterman, cloth, $1.75; What's The World Coming To, Rupert Hughes, cloth, $2; Lightnin', Frank Bacon, cloth, 1.90; The Strangers' Banquet, Donn Byrne, cloth, $2; Blue Water, Frederick Wm. Wallace, cloth, $1.95; The Blood-Red Dawn, Chas. Caldwell Dobie, cloth, $2; Skinner Makes It Fashionable, Henry Irving Dodge, cloth, $1.50; Efficiency Edgar, Clarence Buddington Kelland, cloth, $1.50 Outland, Mary Austin, cloth, $1.90 The Swing of the Pendulum, Adriana Spadoni, cloth, $2.

Non-Fiction

The Psychology of Bolshevism, John Spargo, cloth, $1.90; Now It Can Be Told, Phillip Gibbs, cloth, $3.50; The Inside Story of the Peace Conference, Dr. E. J. Dillon, cloth, $2.75; Raymond Robins' Own Story, Raymond Robins, cloth, $2.50; In the World War, Count Ottokar Czernin, cloth, $4.50; The Unknown, Camille Flammarion, cloth, $2.25; Our Unseen Guest, Anonymous, cloth $2.25; The Best of Mark Twain, Albert Bigelow Paine, cloth, $1.65; What We Eat and What Happens to It, Philip B. Hawk, cloth, $1.65; Hither and Thither in Germany, W. D. Howells, cloth, $2.

RYERSON PRESS

Fiction

As You Were, Bill, E. Streeter, $7; Triple Mystery, A. Luchrmann, $1.90; Miss Lulu Beth, Zona Gale, $1.90; Voice of the Pack, Edison Marshall, $1.90.

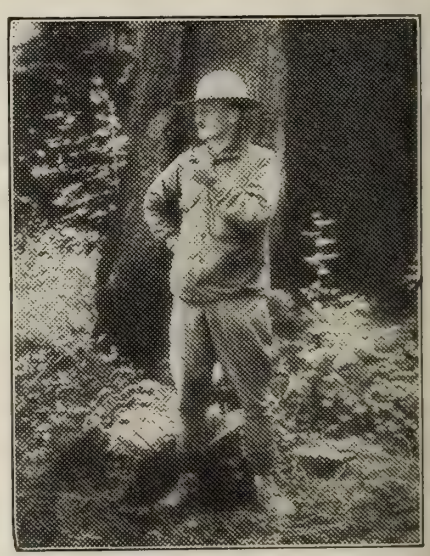
Non-Fiction

An Aviator's Wife, A. Ovington, $1.75.

PASTOR ROBINSON

An interesting book from Williams & Norgate, of London, is "John Robinson: pastor of the Pilgrim Fathers," by Walter H. Burgess. It is a pretentious volume of over 400 pages with appendices and presents a comprehensive study of the work of the pastor of the Pilgrim Fathers and those associated with him when they left England to secure freedom of worship according to the dictates of conscience. In Holland affiliation was effected with the Mennonites of that country. These Mennonites and those of Switzerland were, no doubt, largely the progenitors of the numerous people who afterwards sprung up in America as the Pennyslvania Dutch, who emigrated early in the last century in large numbers to what is now Waterloo County, and also Welland County, in Ontario. The Pilgrim Fathers, who went to New England, established what later became the Congregational Churches. Pastor Robinson, although retaining his leadership of the Pilgrim Fathers, was never permitted to proceed to New England, through opposition of the company of adventurers upon whom the colonists in America were dependent for transportation and communication with the Old Country.

Dubuc, Sask.—Lewis R. James, of this town, carries a representative stock of books and stationery in connection with the drug business and is one of Booksell & Stationer's subscribers. In this store are stocked also, toys and dolls, sporting goods, leather goods, talking machines and records.



STEWART EDWARD WHITE

His latest book, "The Killer"—a story of the vigorous Arizona days of the late '90s—has just been published. In addition to the title story, the volume contains a half-dozen shorter ones. This half-tone is presented through the courtesy of Doubleday, Page & Co.

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Appeal alike to the ultimate user—desiring service, and to the buyer of supplies—thinking of economy.

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Oak Leaf *Sports* *Royal Whist*

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---A Guide for Buying and an Aid to Selling---

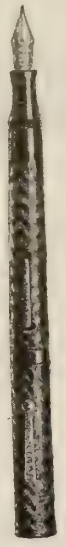
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Fitted with our Patented, Self-regulating "Automatic" Feed. Indestructible Reservoir Sac. 100% Ink Capacity. Full size 14 kt. Gold Pens, tipped with hardest Iridium.

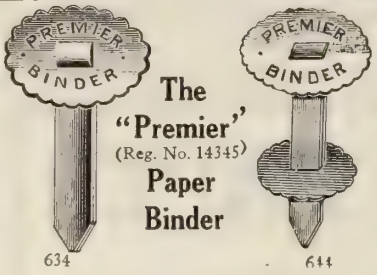
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Made in lengths of 1/4" to 6".

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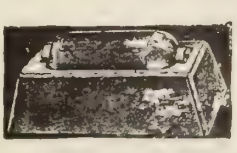
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London Office: 27 Paternoster Square, E.C. 2.

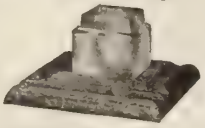
DEFIANCE



Manufacturers Moisteners Standing and Hanging Files Punches Board Clips

Inkstands

Automatic Wood Glass



Defiance Mfg. Co.

384 B'way, N.Y.

NEW GOODS

DESCRIBED AND ILLUSTRATED

FIREPROOF BOXES

A new Canadian made line is being manufactured by Hunt and Richards, 507 Sherbourne Street, Toronto, comprising fireproof deed boxes made in various sizes, the smallest being 9½ in. x 4⅞ in. Some of them are made in lid style, others with drawers, and some in safe door style The chief merit claimed for these "Victory" boxes is that the combination is worked in such a manner that there is no direct contact of metal between the inner and outer boxes, the result being that these boxes may become red hot on the outside without damage to the papers inside.

NEW LINES

Strathmore typewriter papers and manuscript covers and "Bantam" manifold paper are new items in the White and Wycoff Mfg. Co.'s line.

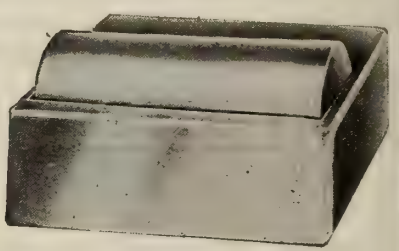
Strathmore typewriter papers are supplied, both plain and ruled, in wove, laid, bond and linen parchment finishes, in the usual and called-for sizes as follows: 8 in. x 10½ in.; 8½ in. x 11 in.; 8 in. x 13 in.; 8½ in. x 13 in.; 8½ in. x 14 in. Strathmore manuscript covers are supplied in white and seven tints—green, pink, goldenrod, blue, primrose, russet, grey—in antique and linen finishes in the following favored and accepted size: 9 in. x 15½ in., 100 sheets to the box. Bantam manifold is made on a Fourdrinier machine especially developed to make lightweight writing papers. It is claimed for this paper that it is not woody or brittle, neither is it inclined to crack or tear, nor will it be found limp and lifeless and subject to collapse in the files. Tub sized, it stands on its own feet with a tough "raggy" feel; it is easy to manipulate in the typewriter or duplicator device. It is supplied in white and five tints—blue, goldenrod, green, cherry, canary—in the following popular sizes and weights: White only—basis 7½ lb. and 10 lb. folio. Sizes, 8 in. x 10½ in.; 8½ in. x 11 in.; 8½ in. x 13 in.; 8½ in. x 14 in. In the five tints, basis 7½ lb. folio. Sizes, 8 in. x 10½ in. and 8½ in. x 11 in. This paper comes wrapped 500 sheets to a package, or boxed, 1,000 sheets to a box.

The Moistener De Luxe

Bankers' Sanitary Moistener

Unbreakable with ordinary use, made entirely of metal, mostly brass. Guaranteed rustproof. Extra wide moistening roll — three inches wide, of special composition that carries water in a thin film, adequate for all purposes; yet will not flood small gummed labels and stamps, destroying their adhesive qualities before affixing.

Our De Luxe finish is distinctive and makes an attractive addition to any office. Packed in individual cartons.



Our distributors' discounts are worth while

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---A Guide for Buying and an Aid to Selling---

Dealers: Keep Your Eye on This Department for New Lines

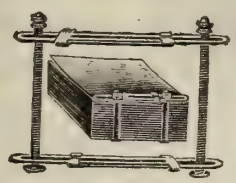
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F. WEBER & CO.
Manufacturing Artists Colormen since 1854.
Factories and Main House: Philadelphia, Pa.
Branches:
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The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York



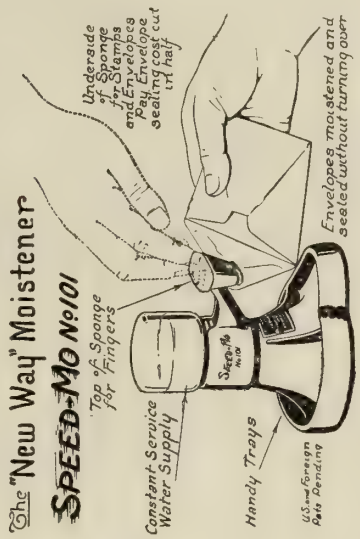
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(3 styles—3 sizes)
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(Standard Sizes)

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Canadian Representative
Standard Distributing Co., Guy Block Montreal, Que.

SPEED-MO MOISTENER

A new specialty called the "Speed-Mo" moistener for envelopes, stamps, etc., has been introduced by the Rivet-O Manufacturing Co., of Orange, Mass. Advantages brought forward for it are that it cannot be tipped over, has just the right amount of liquid at sponge, enables moistening and sealing envelope without turning over the envelope, has handy trays for clips, pins, rubber bands, thus doing away with separate desk pieces to accommodate those items. It is useful in counting paper money. Its appearance is attractive and it will consequently appeal to the stationer as a good stock item.



LISTS RECEIVED

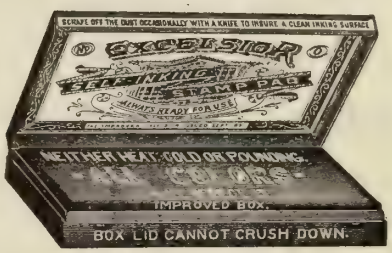
A most interesting list of 1920 announcements is that of Holden and Hardingham, of London, with sixteen pages devoted to new and reprint novels, humorous books, handbooks, nature books, etc. Among the new novels in train for publication are: "The Bailiff's Daughter," by Bailie Reynolds; "Comedy and Tragedy," by Beard Francis; "In the Lion's Mouth," by Railie Reynolds; "Jimmy Johnny," by J. J. Bell; "Raindrops," by John Trevena; "The Spendthrift Duke," by May Wynne, and "Tonys' Wife," by Madame Albanese.

From the Religious Tract Society of London comes a special catalogue of tracts and booklets covering over fifty different subjects, with many titles in each group. They cover a field as wide as life itself, and to those booksellers who have not given due consideration to

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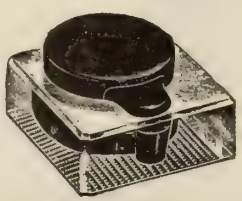


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—A Guide for Buying and an Aid to Selling—

Dealers: Keep Your Eye on This Department for New Lines

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FULTON

Self-Inking

Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing
Outfits

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Elizabeth, New Jersey

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Buyers should write at once for samples and prices of

THE APEX TEN TONE NEEDLES

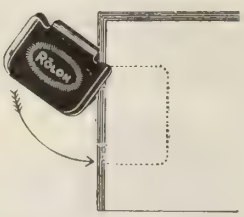
each playing 10 records.

Also ordinary NEEDLES and SPEAR POINTS.

DELIVERIES of any quantities can be despatched immediately.

BROADWAY SMALLWARES CO.
Limited
MANUFACTURERS
Astwood Bank
REDDITCH, ENGLAND

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Merely Start from the Back and
ROLL IT ON

The RÔLON is a new idea in Steel Binder Clips, and has been an instant success.

Cannot pick up other papers.

Packed 12 to a box, 1 gross to a carton

Cushman & Dennison Mfg. Co., New York

this branch of the trade it opens wide possibilities for increasing the bookstore's activities.

LISTS RECEIVED

Some interesting points about paper baling are brought out in a catalogue just received from the Famous Manufacturing Co., East Chicago, Ill. It may be pointed out that besides paper balers there are baling presses for virtually every line of business in which scrap of one kind and another, such as rags, shavings and sawdust, leather findings, sheet metal, wire, etc., are found.

TOY CHEMISTRY

"Kemical-Magik" sets are newcomers this year, a line of toy chemistry outfits that afford opportunity not only for educational experiments but with which boys and girls can do tricks that are both amusing and amazing.

LISTS RECEIVED

Notable announcements in the 1920 Hodder & Houghton catalogues are new books by Joseph Hocking, "The Sweat of His Brow;" Baroness Orczy, "The First Sir Percy," and Sapper "Bulldog Drummond." Many readers who have so enoyed Sapper's books, will be glad to learn his real name. It is Cyril McNeale. His new story concerns a demoblised officer who found Peace dull and advertised for excitement in the paper. Following up an answer from a charming girl he becomes involved with a gang of international criminals.

NEW GOODS

The National Blank Book Company, have just put out a new form of rent receipt books.

The old form read "For the Month ending.....," which restricted its general use. The new form is equally serviceable for monthly or weekly collections.

LISTS RECEIVED

From John Thridgould & Co., 14 Sidney St., Commercial Road, London, E., comes a series of lists and specimens of greeting cards and postcards. A novelty line is a series of puzzle postcards, extra thick cards being cut up into fancy shapes pieces complete in linen bag and luggage tag.

For store use an interesting offer is a counter album with stitched holders with board covers, made to hold 144 different cards, each card easily removed and replaced as sold.



Catch-All Basket
Half Steel, Half Coppered Wire

Mfg. by

Macdonald Wire Goods Co.
Drummondville, P. Q.

Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

HAVILAND'S
SEMI-LIQUID PASTE
Pure White

A splendid adhesive for use in office and home.
A strictly Canadian product. All ingredients, bottles, labels, etc., made in Canada.

BUY MADE-IN-CANADA GOODS

Good Profit for dealers. Made in the following sizes: 5 oz. and 8 oz. bottles with adjustable brush and 32 oz. (quart,) 128 oz. (gallon) Jars. Send for Price List.

A. R. HAVILAND & CO., Mfgrs.
769 DUNDAS ST. W. TORONTO

BOOK BUYERS' GUIDE

A $2.00 BOOK FOR ONLY $1.50

SEXUAL KNOWLEDGE



320 Pages ILLUSTRATED

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PLAIN TRUTHS OF SEX LIFE—What every young man and young woman, every young wife and young husband, every father and mother, teacher and nurse should know.

Sex Facts Hitherto Misunderstood

In plain wrapper for only $1.50 postage 10 cents extra.

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MAGAZINES
COMIC BOOKS
NEW NOVELS
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COAST TO
COAST

Classified Advertising

PAYSON'S INDELIBLE INK SUPPLIED by all wholesale drug houses in the Dominion. The best seller. Established over eighty years. Ask for counter display stand which greatly increases the sale of ink. Received highest award at many Expositions.

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BOOK, STATIONERY AND WALLPAPER business, only straight book store in progressive town of over 8,000 population. Stock and fixtures about $9,000 all staples. Exceptional opportunity to secure well established business doing large and profitable turnover. Owners going into wholesale only. If interested and can finance write Stationer, Box 680, Orillia.

DRUG AND STATIONERY BUSINESS IN Saskatchewan village, with five elevators. One of the best wheat centres in the West. No opposition. Stock and fixtures $5,400.00. Store property $4,000.00. Sales $20,000.00 per year, at good profit. Post office in connection. Will sell or rent property. Apply James Brough, Box 159, Broderick, Sask.

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What a Young Husband Ought to Know.
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$1.20 Each.

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Grammar Separate, $1.00

Grammar with Key $1.25

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BRITISH
25 VARIETIES.
Send for price list
The Copp, Clark Co., Limited
TORONTO - CANADA

G. L. IRISH
499 Queen Street West, Toronto
Manufacturer and Importer
Pictures, Frames, Mirrors, Statuary — everything in Picture Framing outfits. $150.00 will start you in a profitable line of business. Crayon and Water Color Portrait Enlargements. Send your pictures to me. I will frame them at low prices. I manufacture 500 different pieces of beautiful French bronze finished statues. $75.00 will make a beautiful display.

William Sinclair & Sons, (Stationers)
LIMITED
Otley Yorks England
Manufacturers of Cheap Stationery

Waste Paper Balers
The "CLIMAX"
Steel Fireproof Baler
turns your waste into profit.
Made in 12 sizes.
Send for Catalogue.
CLIMAX BALER CO.
HAMILTON, ONT.



20c A LINE 20c

Your firm name, address and class of goods sold will be listed under the directory heading, in middle column of this page, for 20c a line.

Good advertising at minimum cost.

A useful reference continually used by all members of the trade.

20c A LINE 20c

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Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

INKSTANDS
A. R. MacDougall & Co., 468 King St. W., Toronto.

LEATHER GOODS
E. Davis & Co., Drummond Bldg., Montreal.

LEAD AND COPYING PENCILS
American Pencil Co., New York.
Wm. Cane & Sons, Newmarket, Ont.
A. R. MacDougall & Co., 468 King St. W., Toronto.
Menzies & Co., Ltd., Toronto.

LOOSE LEAF BOOKS, BINDERS AND HOLDERS
Boorum & Pease Co., Brooklyn.
Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Ltd., 539 King St. W., Toronto
National Blank Book Co., Holyoke, Mass.
Rockhill & Vietor, 22 Cliff St., New York City.
Elbe File and Binder Co., 97 Reade St., N. Y. City.

MAPS AND GLOBES
Rand, McNally & Co., Chicago.
The Copp, Clark Co., Toronto.

PAPER BALERS
Climax Baler Co., Hamilton, Ont.

PAPER FASTENERS
Noesting Pin Ticket Co., Mt. Vernon, N.Y.
O. K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS
The Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Toronto.
Clark Bros. & Co., Winnipeg, Man.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Menzies & Co., Ltd., Toronto.
A. R. MacDougall & Co., 468 Kink St. W., Toronto.

PENNANTS
Can. Manufacturing of Novelty, 1 3Boucher St., Montreal, Que.

PHONOGRAPH SUPPLIES
H. A. Bemister, 10 Victoria St., Montreal, Que.
Arthur H. Kempton, 511 St. Catherine St., Montreal, Que.

PILLOW COVERS
Can. Manufacturing of Novelty, 1 3Boucher St., Montreal, Que.

PLATE PRINTING
Artistic Stationery Co., 164 Berkeley St., Toronto.

PLAYING CARDS
Consolidated Litho. Co., Montreal.
A. O. Hurst (Goodall's), 32 Front St., Toronto.
Standard Playing Card Co., Chicago, Ill.
U. S. Playing Card Co., Windsor, Ont.
E. Davis & Co., Drummond Bldg., Montreal.

RUBBER STAMPS, STENCILS, ETC.
Fulton Specialty Co., Elizabeth, N.J.

SCHOOL BAGS
Copp, Clark Co., Toronto.
Warwick Bros. & Rutter, Toronto.
Davis Novelty Co., Mappin Bldg., Montreal, Que.

SCHOOL AND OFFICE RULERS
Westcott Rule Company, Inc., Seneca Falls, N.Y.

SHEET MUSIC
McKinley Music Co., 1501-15 E. 55th St., Chicago.

STATIONERS' SUNDRIES
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Wholesale Stationers, Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
E. Davis & Co., Drummond Bldg., Montreal.

STEEL WRITING PENS
John Heath, 8 St. Bride St. E.C., London.
Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
A. R. MacDougall & Co., Toronto.
(John Mitchell's Pens)

THUMB TACKS
Noesting Pin Ticket Co., Mt. Vernon, N.Y.

TOILET GOODS
E. Davis & Co., Drummond Bldg., Montreal.

TOYS, DOLLS, PUZZLES, ETC.
A. C. Gilbert.
Menzies & Co., Ltd., Toronto.
E. Davis & Co., Drummond Bldg., Montreal.



Excellent for holding Essays, Class Notes, Lectures, Forms, Magazines, Reports, Orders, etc.
Made in all sizes. Capacity of back, 5/8" to 2".
New lines—
Loose-Leaf Telephone Index to hang over mouthpiece of phone.
School Rings.
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ELBE FILE & BINDER CO., 215-217 Greene St. New York City

McFarlane Son & Hodgson, Limited
Wholesale Stationers and Paper Dealers
14 St. Alexander St. - Montreal

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MADE BY
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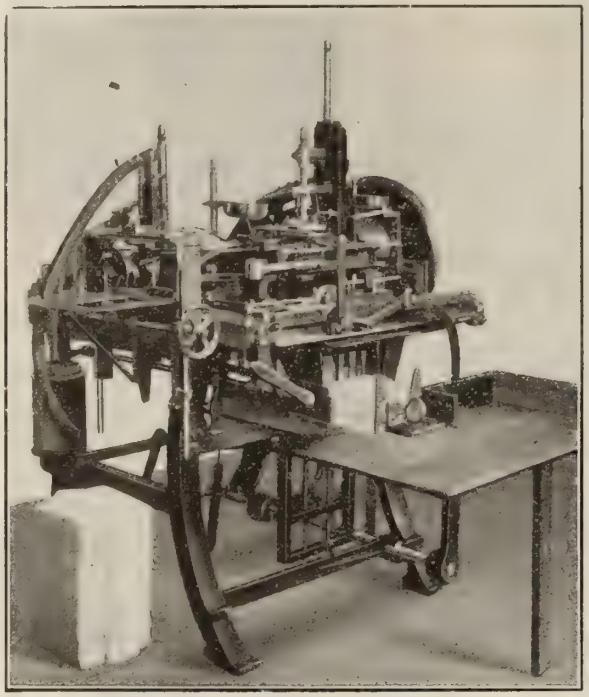
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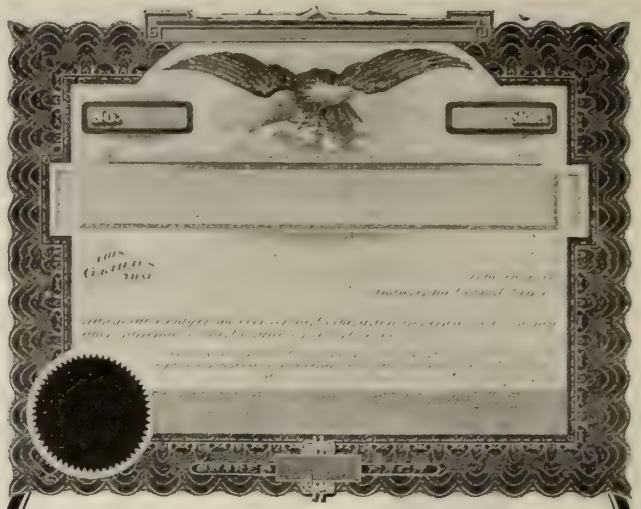
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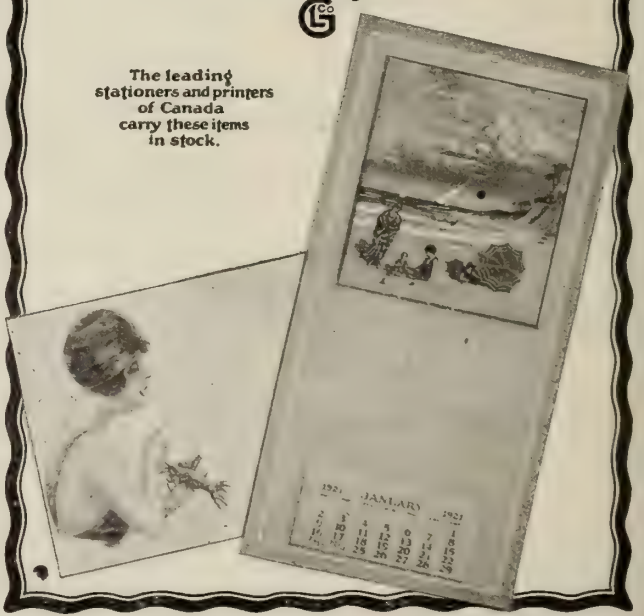
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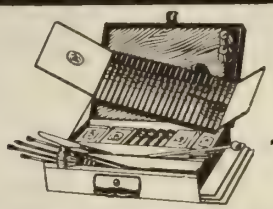
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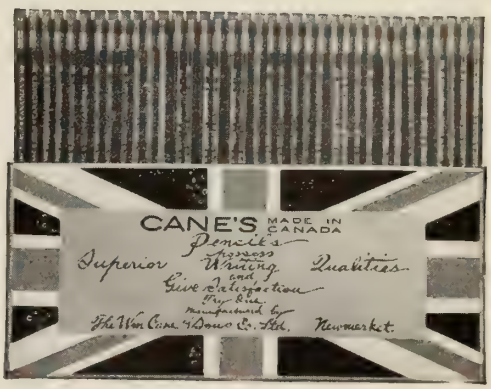
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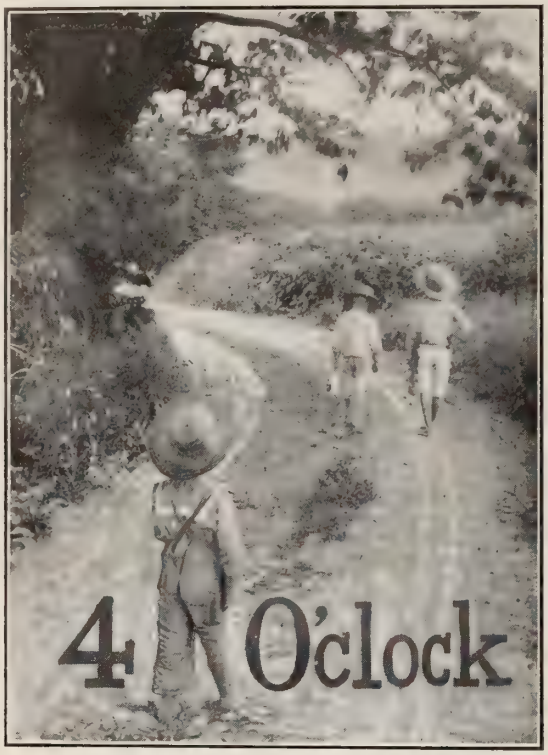
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BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-five years the recognized authority for those interests.

VOL. XXXVI. PUBLICATION OFFICE: TORONTO, AUGUST, 1920 No. 8

Foreword

We have pleasure in announcing the formation of a new company under the name of

Sinclair-Allen & Co., Ltd.

Our efforts will be devoted entirely to the making in Canada of the better grades of Papeteries, Note Papers, Envelopes, Writing Tablets and exclusive lines in

Fine Stationery

We will have our plant in operation by August fifteenth, in the new Daylight building on Adelaide Street, at Spadina Avenue, where we shall be glad to have you visit us at your convenience.

Our representatives will shortly submit for your approval a range of samples which we are confident will warrant your favorable consideration.

Yours very truly,

Sinclair-Allen & Co., Ltd.

366 to 378 Adelaide St. West
TORONTO



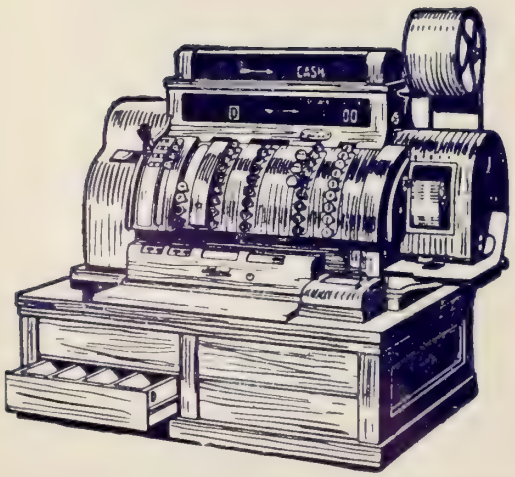
An up-to-date National Cash Register would tell if this clerk is worth the raise that he is asking for.

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They give the records needed for a profit-sharing or bonus system. This makes the clerks directly interested in the success of the business. It puts them on their mettle and results in increased business.



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Montreal	122 St. Catherine Street W.	Vancouver	524 Pender Street W.
Toronto	40 Adelaide Street	St. John	86 Prince William Street
Winnipeg	213 McDermot Ave.	Saskatoon	265 Third Avenue S.

FACTORY: TORONTO, ONTARIO

BOOKSELLER AND STATIONER, August, 1920. Volume XXXVI. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

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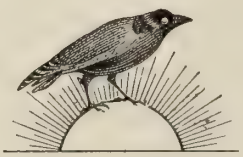
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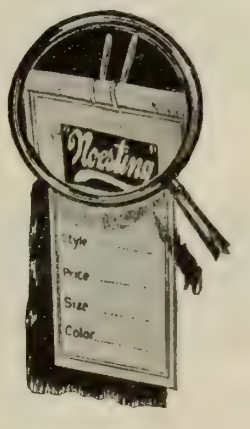
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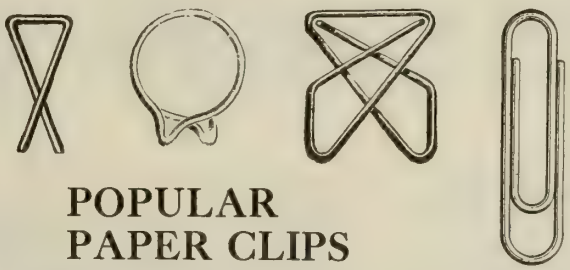
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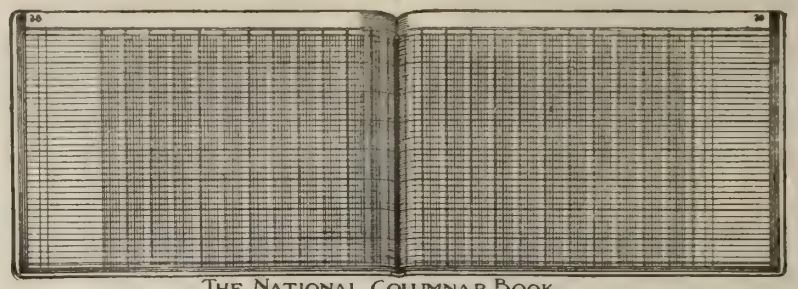
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But for each day and for always.

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You'll find they'll do a profit dance
That'll make your register ring up cash,
And help you cut an income dash
When you report your tax income
That'll make 'em say that you went some.

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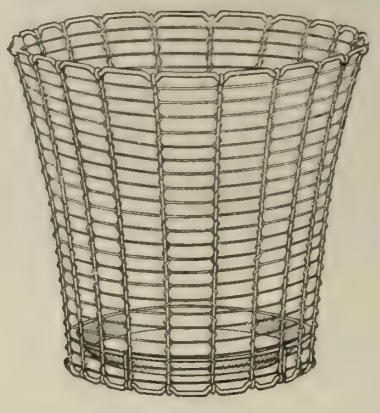
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No. 332, 10 pkts., $5.25; No. 330, 6 pkts., $3.75 Letter size, black seal grain, Fabrikoid cover. All flat, open in front, your own subject labels.

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Loose Leaf Devices and Supplies

¶ For more than twenty years the entire energies of this organization have been devoted solely to the design, manufacture and sale of loose leaf devices and supplies.

¶ Founded on the idea of correct design, and high quality—backed by fair prices and progressive policies—De Luxe Line Loose Leaf Products have developed the largest sale in the world.

¶ The De Luxe Line is complete and includes every standard type of loose leaf device from the small pocket memorandum book to the complete outfit for machine bookkeeping.

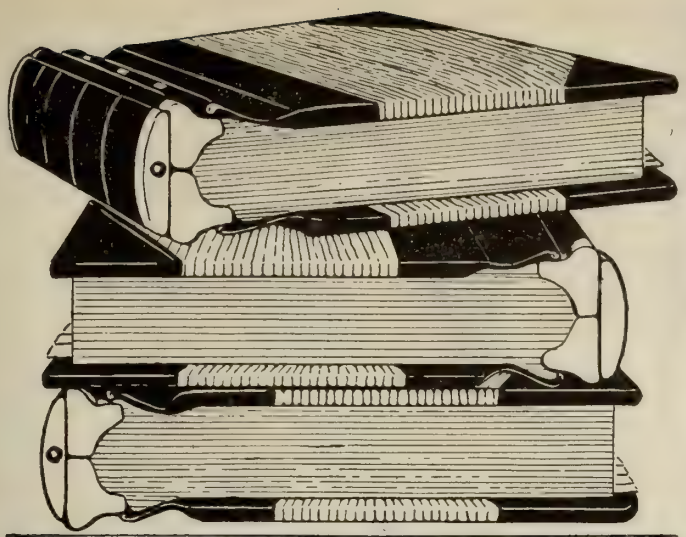
¶ In addition to bound goods we sell metal parts for current ledgers, sectional post binders, storage binders, files and many other loose leaf devices. Our new plant more than doubles previous production facilities, assuring prompt service to all our dealers, old and new.

Canadian funds are accepted at par.

WILSON-JONES LOOSE LEAF COMPANY

Largest Manufacturers of Loose Leaf Products in the World

CHICAGO *Our Trade Mark Your Guarantee* NEW YORK



Standard B&P Loose Leaf Devices

and Blank Books

THE LINE OF 10001 NUMBERS

The same care and quality that has distinguished B & P products for 80 years, enters into the manufacture of our Loose Leaf Devices

Sold only through dealers

Standard B&P Blank Books and Loose Leaf Devices

BOORUM & PEASE CO.
NEW YORK

One for Every Business Phone

One for Every Switchboard



Detachable style



Desk style
Capacity 440 Names.



Style F Desk Type
Capacity 1035 Names



For Switch Board Operators
Style R Desk Type
Capacity 1400 Names

Hunting in the directory for frequently-used telephone numbers is now a needless waste of time. Dealers! You can cash in on the ingenious device which has brought this about. You can gain your busy customer's good will by selling him the Meilicke Active Telephone List. Through its ready, rapid, fingertip action the Meilicke Phone List almost sells itself. On a customer's desk or switchboard it builds more sales. Every wideawake business man who sees one wants one like it.

These compact, attractive necessities are built in two types, desk and detachable. Both types have flexible, self-closing indexes mounted on stout metal standards, tilted just right for ready reference. They are finished in telephone black.

Desk types are mounted on solid bases with rubber feet to prevent scratching or marring of desks. The detachable style clips instantaneously to transmitter post of instrument without bolts or screws.

Every progressive stationer will be interested in the Meilicke proposition to dealers. Write for it.

Meilicke Calculator Company
362 North Clark Street
Chicago, Ill.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.

William Sinclair & Sons

(Stationers) Limited

Makers of

Account and
Memorandum Books
Pocket Books
Writing Pads
School Stationery

Main Office and Factory:

ALBERT WORKS

Otley, Yorks, England

LONDON: 22, Ivy Lane, Paternoster Row, E.C. 4

VENUS PENCILS

The largest selling quality pencil in the world



FOR whatever purpose your customers want a pencil, there is a VENUS degree to exactly satisfy—no matter how difficult their work may be.

VENUS, the perfect pencil, is the standard by which all pencils are judged. Made in 17 degrees—from 6B softest to 9H hardest. Also with tip and rubber in all but three softest degrees.

No. 3800—VENUS Drawing. Hexagonal. Gold Stamp. 17 degrees, 6B to 9H. 7 inches.

No. 3820—VENUS Drawing, with tip and rubber. 14 degrees, 3B to 9H. 7 inches.

No. 813—VENUS, with protector and rubber. Pocket size. Grade HB. 5 inches, including protector.

Also 3 Copying for indelible uses

VENUS Pencils are guaranteed never to vary. They outsell all others in their class—they have no equal.

The demand for VENUS steadily increases. It is best to have adequate stocks. We suggest that you be prepared.

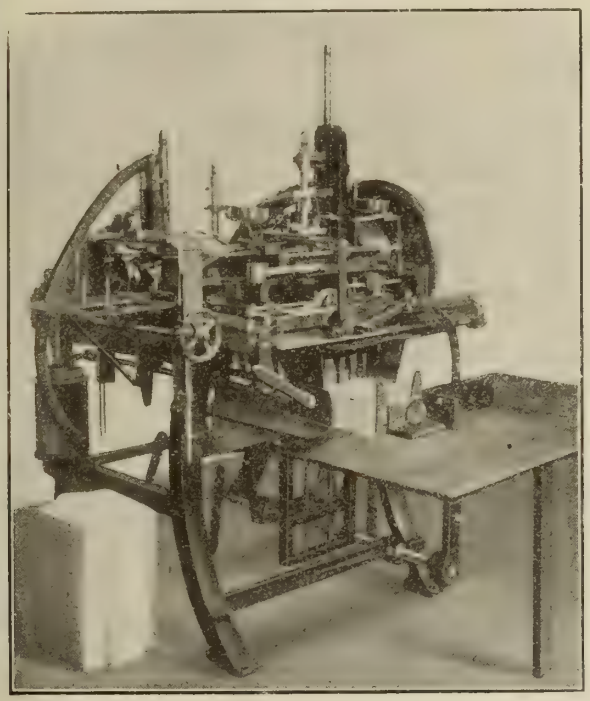
American Lead Pencil Co.

220 Fifth Ave., New York
Also London, Eng.

THE CARMIC

AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT.



ADVANTAGES OF THE CARMIC:

1. Any size Envelope or Bag can be folded upon the **"Carmic,"** within the specified range of each Machine which is practically unlimited.
2. The change from one size to another being carried out in about one hour. No additional boxes needed. Same box used for all sizes.
3. All classes of paper can be folded.
4. Output of Machines from 28,000 to 32,000 per day.
5. Does not require special skill to operate.
6. Very little motive power is needed to drive Machine.
7. Best material and workmanship throughout.
8. Space required for machine and operator, 7 ft. x 5 ft.
9. Machines supplied ready for working.

Prices and Particulars to be obtained from

Peter Carmichael & Co., Ltd.

303, SOUTHAMPTON STREET,
CAMBERWELL, LONDON, S. E. 5, ENG.

Telephone: Hop 479.

Telegrams: "Encarmicom, Camb, London."

CRAYOLA

GOLD MEDAL CRAYONS FOR EVERY USE

Gold Medal CRAYONS

Best results can be secured *only* with the best materials

Ability counts for much, but whether it be the child in the kindergarten, student in school, amateur or professional artist, smoothly working crayons breed a desire to do best work always.

"CRAYOLA" stands supreme in the field of Artists' and School Drawing Crayons.

In point of convenience, cleanliness and economy, "CRAYOLA" is far superior to water colors for color work in schools. For stenciling "CRAYOLA" is unsurpassed.

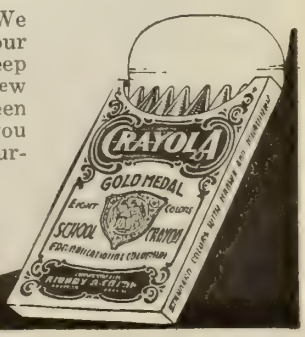
"CRAYOLA" comes in twenty-four different colors, absolutely permanent and brilliant. No mixing required. Each stick of color is paper wrapped, clean and compact — always ready for use.

"CRAYOLA" can be had at most stationery stores, in sets of various assorted colors.

BINNEY & SMITH CO.

81-83 Fulton St., New York City

Send for latest catalogue. We are continually adding to our line and while we try to keep the trade informed of new numbers, you may have been missed on just the thing you want. Samples gladly furnished on request.



Why?

should I send my Real Photo Post Card Printing, Enlarging, etc., to Matthews, Bradford

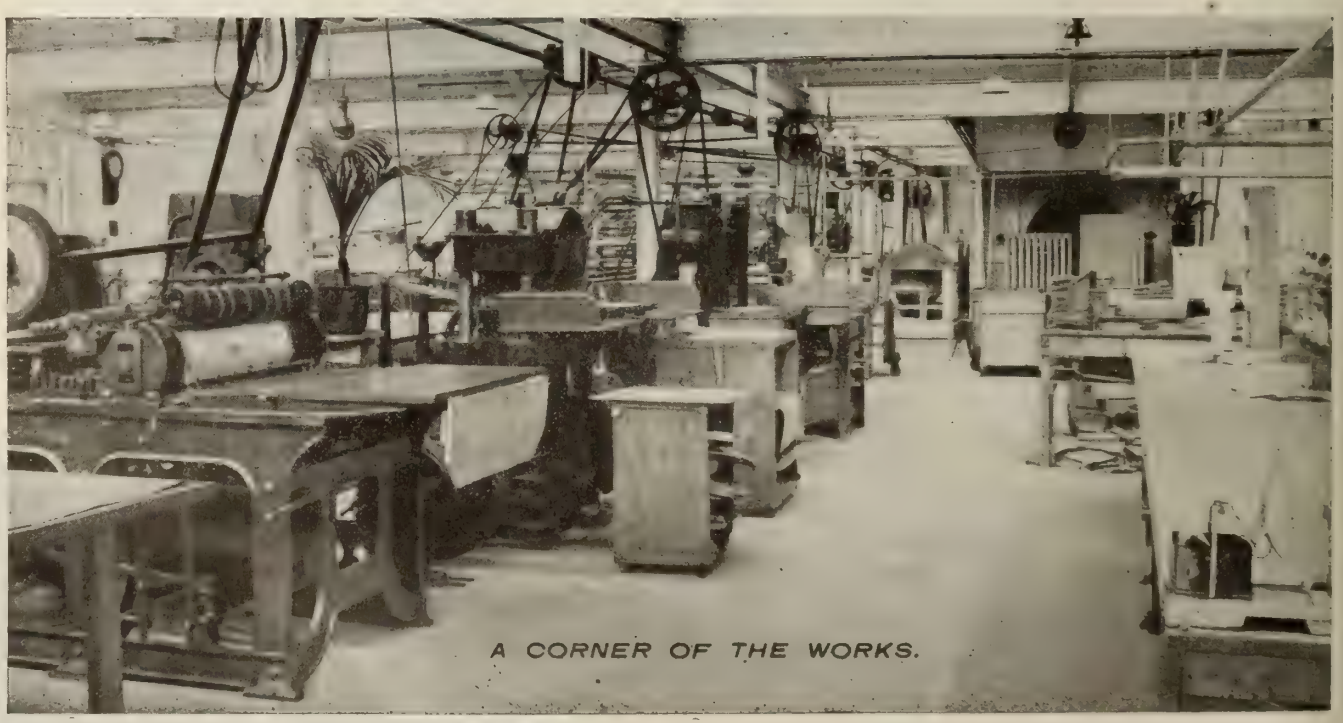
Because!

1. I cannot get better work elsewhere.
2. I can rely on getting prompt delivery always.
3. I cannot get equal service at such reasonable prices.
4. I can rely on courteous attention to my requests.
5. The factory is the best equipped and organized in Great Britain.
6. Best grade materials only are used.
7. The present rate of exchange is considerably in my favour.

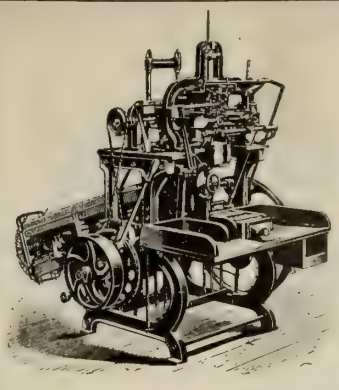
B. Matthews *Trade Photographic Works*

Telegrams:
Postcards, Bradford

Idle Road, Bradford
England



A CORNER OF THE WORKS.



"LEADER" ENVELOPE Folding and Gumming Machines

TRADE **"LEADER"** MARK

The scarcity of envelopes that has been so pronounced during the war is bound to give rise *now* to an enormous demand quite beyond the capacity of the firms at present engaged in their manufacture.

"Leader" Envelope Machines, of which we are the exclusive makers, are so simple in operation that they can be handled with ease, and their capacity is only limited by the operator's dexterity.

Before the war the demand for these machines was increasing, but, at the behest of the Government, we ceased their manufacture and turned our energies towards the production of war materials. Now we are able once again to accept orders for delivery in rotation.

Now, don't wait until some neighboring firm has made a good start in the envelope trade before writing us for details of what the "Leader" Machines can do for you in the way of profit-producing. Write us to-day—now, if possible—full information will reach you per return.

DAVID CARLAW & SONS, Ltd. 31 Finnieston St.,

Telephones: 1262/3 Central **GLASGOW** Telegrams : "AUTOMATON, GLASGOW."

London Agents :—JOHN W. BAINBRIDGE, Ltd., 28 Finsbury Pavement, LONDON, E.C. 2

The Western Leather Goods Company, Limited

Manufacturers of

Fine Leather Goods



—MOVING—

from 1191 Bathurst St., Toronto



Will all our friends please note that our address **now is**

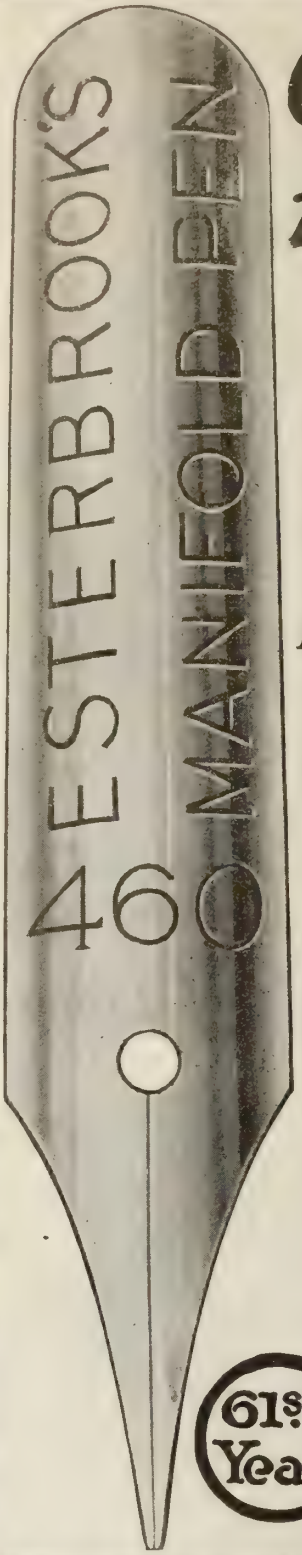
255-257 Richmond St. West, Toronto

A very convenient location in the heart of the business district—

where all communications should be sent.

Telephone Adelaide 1299

Our Fall line is ready and is being shown by our Travellers, who are now on their usual trips.



Our Advertising is Your Opportunity

Millions of readers will see this advertisement in their favorite magazine. All of these millions use pens.



Esterbrook Pens

are the standard for excellence of pen performance. Uniformity of easy writing qualities.

Study the Esterbrook Pen Catalog. Special pens for special purposes. Know what the pens do best and show them to your customers.

The Esterbrook Counter Display Case contains a complete assortment in handy, attractive container.

Write for catalog and full information.

61st Year

THE ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET
CAMDEN, N. J.

CANADIAN AGENTS: BROWN BROS., LTD., TORONTO, CANADA

Esterbrook Pens

"Easiest to show!" "Easiest to sell!"

BUY CANADIAN NOVELS **BIG 3** BY CANADIAN AUTHORS

THE LUCK of the MOUNTED

A GREAT TALE OF WESTERN CANADA

By Sgt. RALPH KENDALL

Author of That Big Success—"Benton of the Royal Mounted"

This is no imaginary story of imaginary men and deeds written by a tourist in a Pullman, but a red-blooded adventure tale of early days in Western Canada written for real men by a real North-west Mounted Policeman. When our representative is soliciting your order, do not forget how often you had to repeat on "Benton of the Royal Mounted."

Price $2.00 Net

WINSOME WINNIE

By STEPHEN LEACOCK

Author of "Sunshine Sketches", etc.

"WINSOME WINNIE" and other sketches finds Leacock at his best. The book is a continuation of "NONSENSE NOVELS" which book is selling more freely to-day all over the world than when first published.

Price $1.25 Net

The CONQUERING HERO

By MURRAY GIBBON

Author of "Hearts and Faces", etc.

The author of "DRUMS AFAR" has written a really great Canadian novel. Beginning in the woods in New Brunswick, the hero, after many vicissitudes, finds health and happiness in an English wife in the midst of the Rockies. A vamp appears and then disappears.

Price $2.00 Net

MAKE INCREASED BOOK SALES PAY THIS YEAR'S STORE RENT

Doubleday Page & Co.
Country Life Press
Garden City - N.Y.

S. B. GUNDY 25 Richmond St. W. Toronto Canada

OXFORD UNIVERSITY PRESS

Hall Caine—Jeffery Farno

Daisy Ashford

Florence L. Barclay

S. R. Crockett

Maximilian Foster

Here's a list of nam
Fall selling, surely —

See the Titles, Further Deta

Hall Caine

THE MASTER OF MAN

Sir Hall Caine's latest, and another Manx story, where his greatest successes have always been located. $2.00.

Jeffery Farnol

BLACK BARTLEMY'S TREASURE

A story of warfare with pirates, smugglers, love, hate, and revenge depicted as only Farnol can do it. $2.00.

Author of "The Young Visiters"

Daisy Ashford: HER BOOK

Something all your customers will want. A collection of the remaining novels written in her early years by Daisy Ashford. There is a certain market for this. $2.00.

Florence L. Barclay

RETURNED EMPTY

Dealing as only this competent author could with the problems of reincarnation and spiritualism. Thrilling and unusual. $2.00.

S. R. Crockett

THE WHITE POPE

In every town there is a big Crockett constituency. Take advantage of this to sell this highly-praised new book. $1.75.

Maximilian Foster

THE TRAP

Another of those most clever detective stories set in New York and its environs. Has a particularly thrilling and bewitching heroine. $2.00.

J. D. Beresford

AN IMPERFECT MOTHER

Even the great "Punch" says: "Here is an exceedingly interesting and unusual story." $2.00.

J. C. Snaith

THE ADVENTUROUS LADY

This is a true social comedy splendidly portrayed and full of a lot of good laughs. $2.00.

Arthur J. Rees

THE HAND IN THE DARK

Another of those thrilling detective stories which will make your customer-readers enthusiastic. $2.00.

Our travellers are on their way
years. Ask for a copy

THE RYERSON PRESS

PUBLISHERS - TORONTO

George Barr McCutcheon

to conjure with for —— All good sellers

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George Barr McCutcheon
WEST-WIND DRIFT
Here is a typical McCutcheon story of seven hundred summer passengers wrecked on a desert island and living undiscovered from 1917 until now. $2.00.

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THE HEART OF UNAGA
A stirring story of the far North-West with a real girl, and a mix-up of Indians and Mounted policemen. $2.00.

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Stronger than "Burned Bridges." Set in Vancouver Island. It typifies real life in the district. $2.00.

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The author of "The Gun Brand," "The Texan," "The Gold Girl," and others excels in a vivid tale of the Western plains. $2.00.

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James L. Hughes
THE POEMS OF ROBERT BURNS
A most unique collection, advantageously arranged and illustrated, with hosts of pictures taken by the author in the Burns' country last summer. $3.00.

A. Einstein
RELATIVITY
This is an explanation of the new scientific method which scientists all over the world are very much interested in just now. $1.75.

W. G. Smith
A STUDY IN CANADIAN IMMIGRATION
How we have met the situation in the past; what our immigration laws have done and led to; suggestions for future improvement. $3.00.

Rt. Hon. J. H. Thomas, M.P.
WHEN LABOUR RULES
This is a most acknowledged and clear pronouncement by a man of world-wide authority. $2.25.

Ridgwell Cullum

Bertrand W. Sinclair

Frances R. Sterrett

James B. Hendryx

you with one of the finest lists in our new general catalogue

THE RYERSON PRESS

PUBLISHERS - TORONTO

The Mark of Master Makers



THIS is the new White & Wyckoff "master mark." On every box, it will serve to distinguish our distinctive social stationery. The public will shortly learn to look for this mark. We are going to advertise it in a way that will leave no doubt in any woman's mind as to which is *the* quality stationery. Dealers who standardize on a complete White & Wyckoff line will profit from the wide public recognition of this mark.

Write for full information regarding our new lines

WHITE & WYCKOFF MFG. CO., Holyoke, Mass.

Master Makers of DISTINCTIVE SOCIAL STATIONERY, WRITING TABLETS, COMPOSITION BOOKS

White & Wyckoff's Distinctive SOCIAL Stationery

A. R. MacDougall & Co., Limited
468 King St. W., - Toronto, Ont.

The Schofield Paper Company
23-25 Prince William St., St. John, New Brunswick

BOOKSELLER AND STATIONER

SETTEN & DURWARD, BIRMINGHAM

ENGLAND

London, 35 and 37 FANN ST. E.C.

A STORY
WITHOUT
WORDS



1877

STATIONERS
SUNDRIES
AND
STATIONERS
HARDWARE



1883



1896

Built 1896, now used as offices and warehouses only

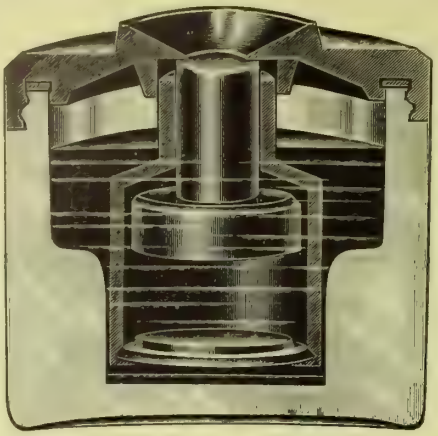


1920

Manufacturing only

Representatives for Canada and Newfoundland

A. R. MACDOUGALL & CO., LIMITED 468 King St. West TORONTO, CANADA



Satisfied Customers

Your biggest business asset is a satisfied customer, and your biggest liability is one who is dissatisfied.

Satisfied customers are good customers, good customers because they come back often and bring others with them. This means more and better sales and bigger profits for you. "Sengbusch" office necessities are a sure means of making satisfied customers.

SENGBUSCH *Self-Closing* **INKSTAND**

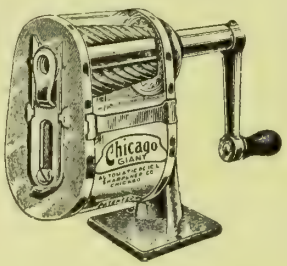
The Sengbusch Self-Closing Inkstand is made of the best obtainable materials, and because of its reliable and efficient operation has been adopted by big business houses, banks, and other institutions everywhere. Made in 112 different styles and sizes.

The IDEAL SANITARY MOISTENER

The Ideal Sanitary Moistener applies the right amount of water quickly, surely and easily. Nothing better for fingers, stamps, envelopes, labels, etc., etc. Sanitary, efficient and durable.

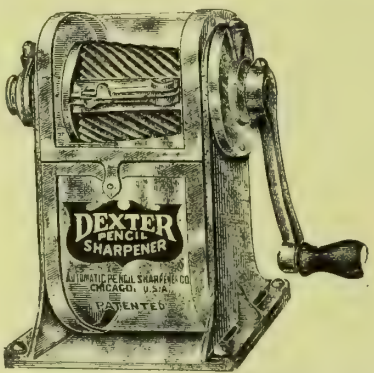
The Sengbusch Self-Closing Mucilage Applier is molded in one piece of genuine hard rubber, polished Easy to fill and convenient to use. Keeps mucilage fresh, clean and safe. Can't spill or drip. Spreads the mucilage easily and evenly—no matter how small an amount is needed—and prevents sticky fingers.

You should have our catalogue, circulars, etc. Write for them; they will be supplied gladly with your imprint—FREE.



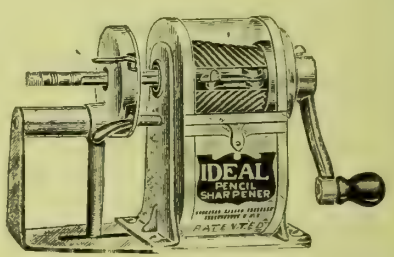
The Chicago Giant Sharpener is a counterpart of the "Chicago," except that it sharpens all sizes of pencils and crayons.

Sturdy, staunch, attractive.



This is a high-grade, hand-feed sharpener. Heavily nickeled throughout. Made with automatic point-adjuster, producing fine, medium or blunt point.

"As you like it."



The Ideal Pencil Sharpener is the "Dexter," with the automatic feed added. This makes waste of pencils impossible. The very best to be had from the quality standpoint.

No waste.

Here's An Idea For You

Collect all the stubs of pencils you can get hold of and put together in an indiscriminate pile in your window with a show card worded something like this:

"These pencils would be twice as long as they are had they been regularly sharpened in one of the Automatic Pencil Sharpeners shown in this window."

A neat row of pencils showing different thicknesses of both wood and lead, sharpened to fine, medium and blunt points should be shown along with a card drawing attention to their good appearance.

A. R. MacDOUGALL & CO., LIMITED

468 West King Street, Toronto, Canada

Representatives for Canada and Newfoundland

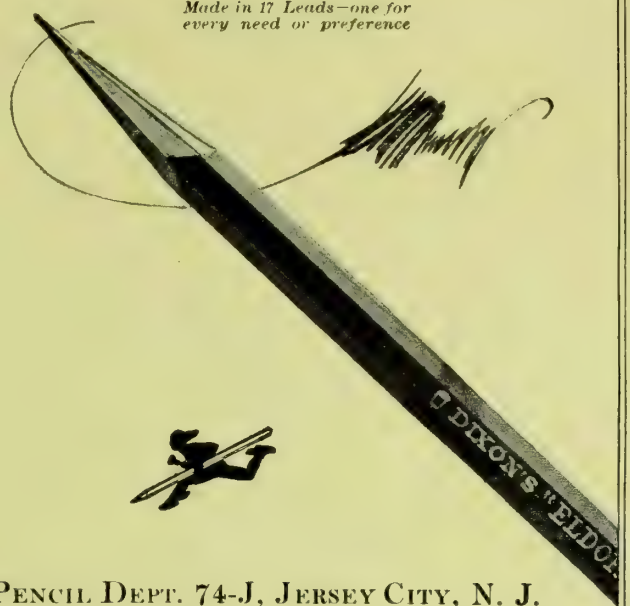
DIXON'S ELDORADO is the complete and final answer to the call for the best pencil for any purpose a lead pencil can serve.

Recommend "ELDORADO" to your customers to ease and quicken their pencil work.

DIXON'S ELDORADO is made in 17 Leads—one for every need or preference.

DIXON'S ELDORADO

Made in 17 Leads—one for every need or preference



JOSEPH DIXON CRUCIBLE CO., PENCIL DEPT. 74-J, JERSEY CITY, N. J.

Canadian Distributors:—A. R. MacDougall & Co., Ltd., Toronto

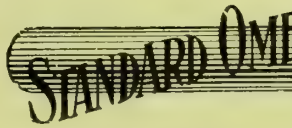
STANDARD CRAYONS

for School Trade



Crayel—Highest quality wax crayon for general school use.

A complete variety of school crayons carried in stock in Toronto. NONE BETTER MADE. Ask your jobber for prices.



Omega Dustless Chalk—A dustless chalk that is dustless. Omega is entirely free from grit, erases easily and will not scratch the board.





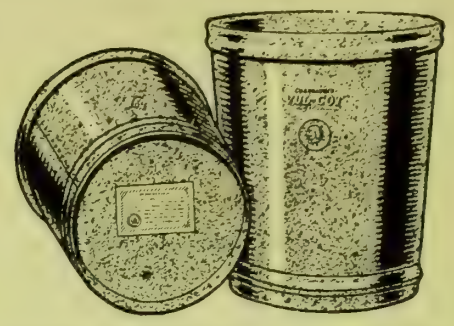
Artco Pastel—Especially adapted for advanced color work in paper drawing. They can also be used with water and produce a delicate water color effect.

Standard White and Yellow Enamelled School Chalk—NONE BETTER MADE.

A. R. MacDougall & Co., Ltd. *Representatives for Canada and Newfoundland* 468 King Street West :: Toronto

HOW TO SELL VUL-COTS

Tell your customers about these six outstanding features that make VUL-COTS the best waste baskets to be had:



1	2	3
Strong	Light	Sanitary
4	5	6
Smooth	Attractive	Guaranteed

Let us send you a supply of imprinted circulars for enclosure to your customers.

VUL-COT GUARANTEED Waste Baskets

INVESTIGATE THE VUL-COT SELLING POINTS AND TELL YOUR CUSTOMERS ABOUT THEM

Stylographic Pens

THE FINEST STYLOS

Gold and Palladium Point, Gold Spring Needle

From **$1.25** Up Retail





JEWEL PEN COMPANY, LTD.

(Established 1884)

Makers of the following well-known Fountain and Stylo Pens :—

"JEWEL," "CALTON," "RECORDER," "RED GIANT."

76, Newgate Street, London, E.C. 1, Eng.

Send for Price Lists. They will interest you. We are the makers.
Pens specially made and boxed to customers' requirements.

A. R. MacDOUGALL & CO., Limited

468 West King Street, Toronto, Canada

Representatives for Canada and Newfoundland

LUCKETT'S
STERLING
LINE

ANNOUNCEMENT

NEW QUARTERS

We are moving our office, warehouse and factory to

545-549 KING ST. WEST

and fully expect to be thoroughly established by September 1st, ready for Fall business.

THREE TIMES

in the last three years have we enlarged, and still we find our present quarters too cramped.

Our new factory will

MORE THAN DOUBLE

our present capacity, so we will be able to manufacture to better advantage and to carry a larger stock.

Our aim is to give our dealers better service—quicker deliveries on stock and specials.

We ask your patience during the moving period. We will try to serve you with as little interruption as possible, and can assure you that the improved conditions, after we get settled, will more than make up for any inconvenience in the meantime.

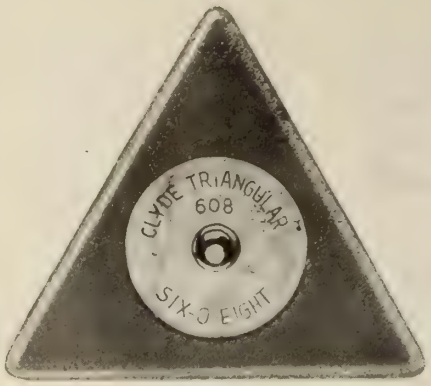
SEND US YOUR ORDER NOW

for September or October shipment. Don't wait for our travellers. We predict a great shortage of goods when the fall rush sets in. By ordering early you help us to look ahead for supplies and it assures you of goods when you need them most.

OUR AIM IS—"SERVICE"

LUCKETT LOOSE LEAF, LIMITED

Toronto



Erasers of Highest Quality

The standard of quality is the highest and terms are the best obtainable.

Inquiries Invited.



THE CLYDE RUBBER WORKS CO., LTD.

RENFREW, SCOTLAND



TONE-CLEAR

The original liquid cleaner for phonograph records. Makes old records play like new. A 100% article with a 100% guarantee. It improves and lengthens the life of any record and reduces the chance of damage to them by 90%. One bottle sufficient to clean over 250 records.

Sells for 75 cents per bottle.

Dealers' price 45 cents per bottle.

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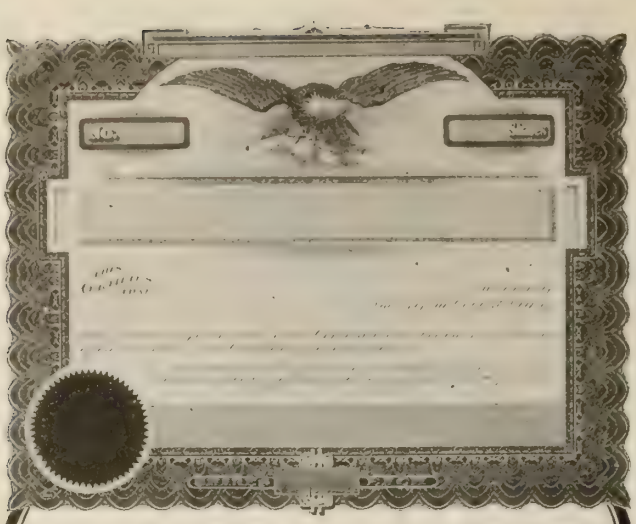
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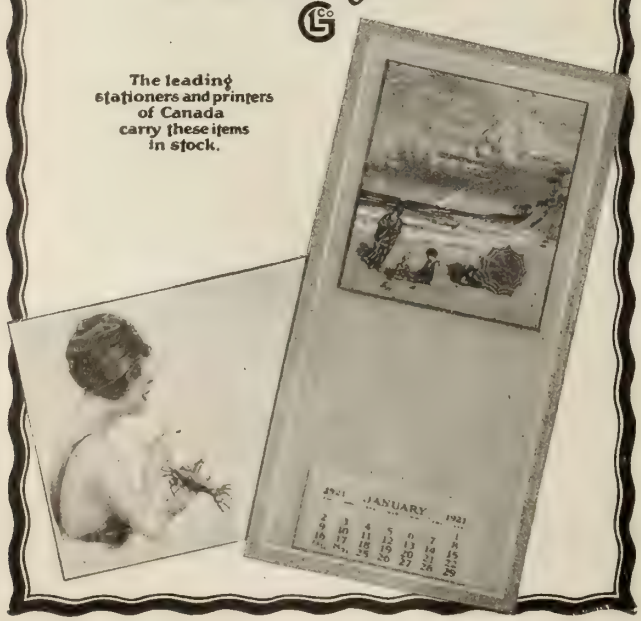
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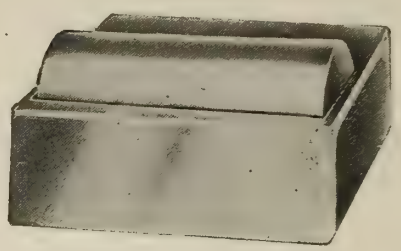


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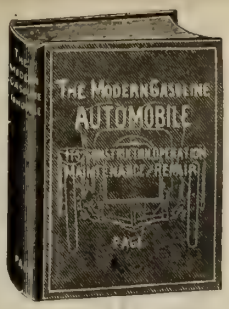
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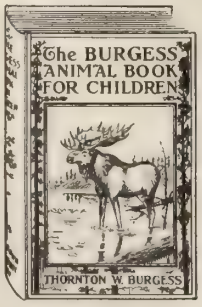
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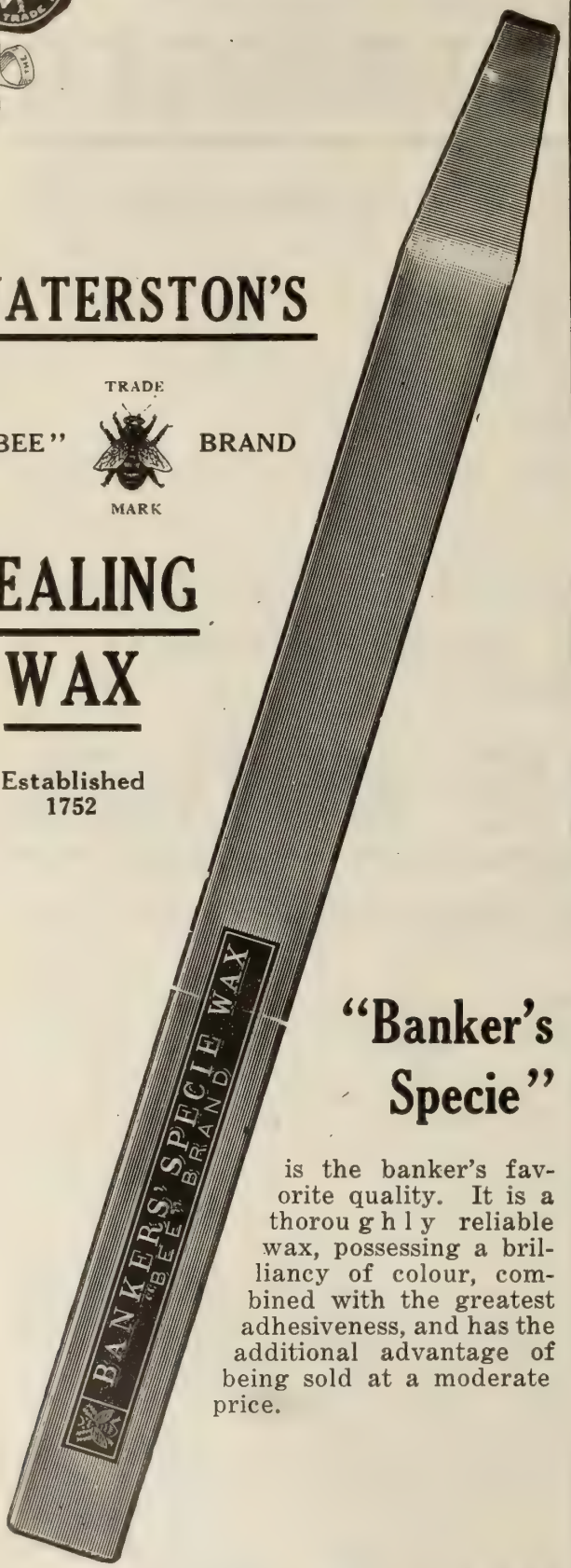
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A Regular Monthly Section Featuring Toys and Other Lines for Children's Trade, Sporting Goods and Fancy Goods

Special Section of Bookseller & Stationer | Toronto, August, 1920 | Vol. XXXVII No. 8

Toy Trade in the West

Special articles dealing with the toy and children's book trade in Western Canadian stores will mark this department of BOOKSELLER AND STATIONER in next month's issue appearing Sept. 1. There will be illustrations of window displays and descriptions of methods employed by live Western dealers in building up sales of toys, dolls and children's books.

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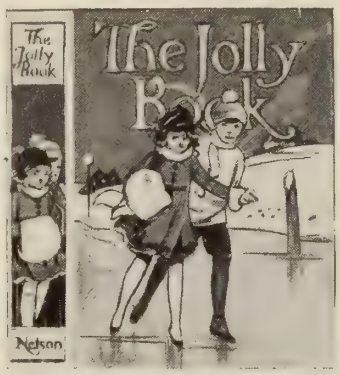
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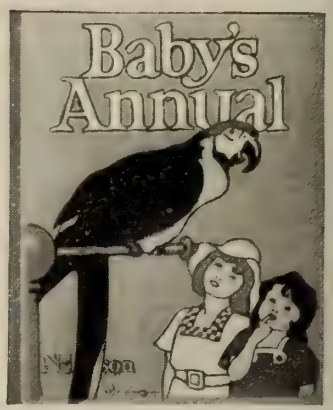
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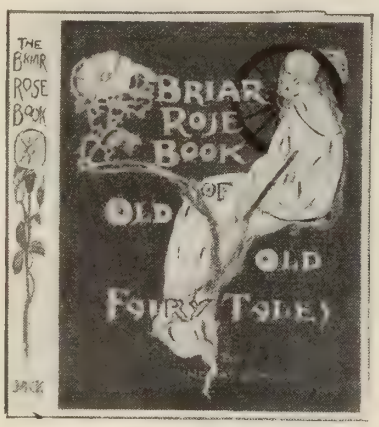
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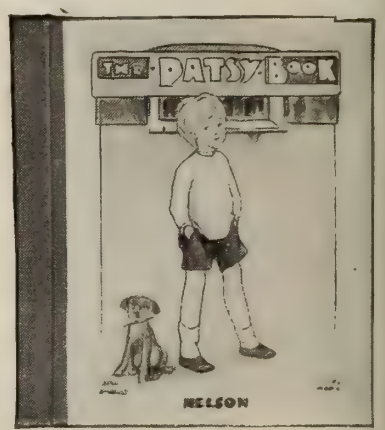


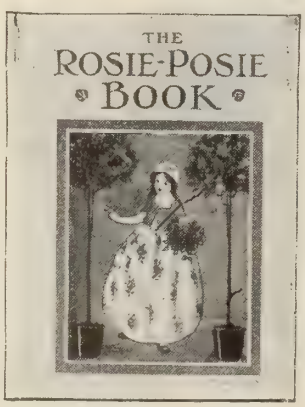
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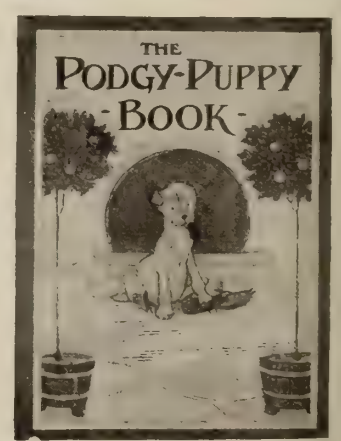
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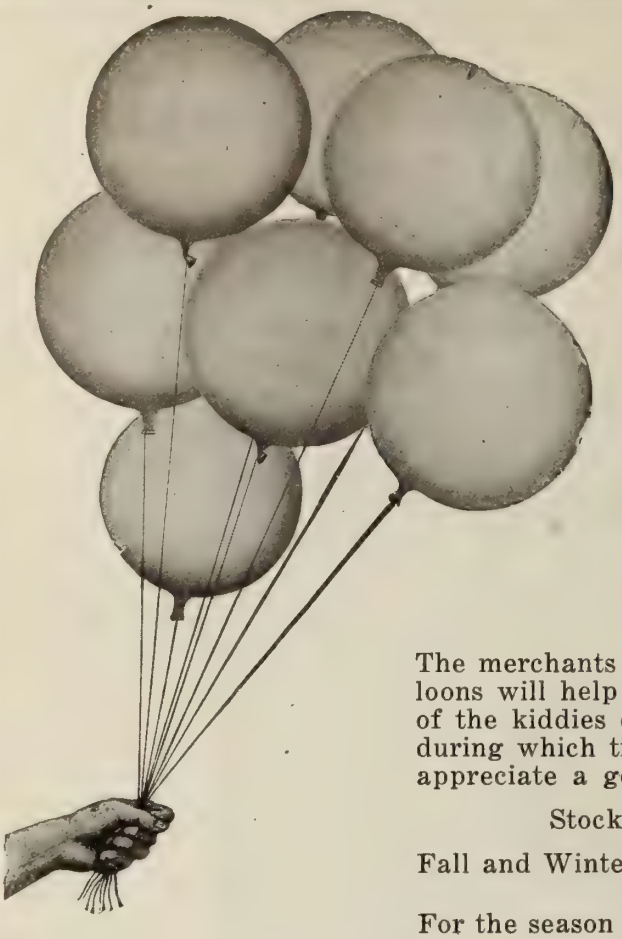
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Vol. XXXVI. TORONTO, AUGUST, 1920 No. 8

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EDITORIAL COMMENT

THE GOOD OLD NOVELS

IN the July issue we referred to the pessimistic views of "The Kingston Whig" as to the literary quality of books that are being published. Since then there has come to our notice an editorial in the London, (Ont.) "Advertiser" in which the cry: "Oh, for another Dickens" is sounded. Modern writers, while not at all condemned, are nevertheless accorded a much inferior rating to that acredited Dickens.

This editorial in the London paper ran in part as follows:

"Since nobody appears eager to write as Dickens wrote, about the only thing to do is to read and reread again the old favorites of our younger days. But, somehow, to truly enjoy Dickens one requires either a vivid imagination or a certain amount of stage setting. Very desirable is a wood fire on a winter's night, or a rainy evening in the autumn, with the November wind crooning around the eaves or the rain pattering softly on the roof. A kettle singing on a crane from the open grate, and a sleek, contented feline purring sleepily on the hearth rug, add much to the enjoyment.

Alas, alas! These are preposterous things we are asking for. Still one cannot refrain from pleading. Give us another Dickens, or give us back the good old days of honest toil and quiet leisure with food and tobacco in plenty that we may enjoy as of yore the quaint and tender romances of the one great fiction master of the English language."

This is reproduced here not as indicating concurrence in the lack of appreciation of modern novelists which characterizes the London newspaper's editorial but to help in pointing out to retail booksellers that similar views are held by many people and that Dickens enthusiasts are not only themselves good prospects for sales of new editions of that author's books, as well as those of other 19th century novelists, but that the enthusiastic interest of these people can be enlisted to an extent of inducing them to influence their friends to become ardent readers and purchasers of books of the good old authors of the Victorian age.

Acting upon this inspiration, booksellers can plan some most attractive advertising, window displays and other promotional methods that will give a decided impetus to the sale of such standard novels as those of Dickens, Scott, Thackeray, George Elliot, Trollope and other old masters of fiction.

These books are available at nominal prices, even if these prices are a great deal higher than in pre-war days. They are easy to sell and being good books that give their readers real delight, they create a real taste for books in each succeeding generation of young readers, who consequently become good prospective customers for everything that is good in fiction. This will naturally include the good books of present day authors and there are many such continually appearing, these Kingston and London editors to the contrary notwithstanding.

DISCOUNTS ON SCHOOL TEXT BOOKS

AS indicated in a report appearing in the April issue of Bookseller and Stationer, the booksellers and stationers are to have relief in the matter of the discounts to the trade on school text books. It will be recalled that the whole case was laid before the Minister of Education and the Deputy Minister by a deputation of representative booksellers, and that both officials gave the deputation a most considerate hearing that stood out most favorably in comparison with the so-called audiences given to deputations of booksellers by the old Government.

Hon. R. H. Grant, Minister of Education in the Drury Government, has taken a step by which he hopes to stop the complaint of booksellers that they cannot sell authorized school textbooks without a loss. The Province pays a portion of the cost of publishing these school books. Mr. Grant has notified the publishers of certain textbooks to allow a larger trade discount to purchasers. The cost of such discount is to be added to the portion of the cost borne by the Province.

The books particularly specified are: School readers, public school arithmetic, public school composition and grammar, and the public school history of Britain and Canada. The discount is to be according to a graduated scale laid down as appearing elsewhere in this issue.

In view of this favorable action on the part of the Department of Education, the booksellers of Ontario would be well advised to adhere to the published prices of school books in the case of the whole list, notwithstanding that the margin is much too small on those books not included among those upon which the discounts have been increased, and particularly so in the case of the copy books and drawing books. The trade will see by the statement of the Minister of Education that he has gone far in according relief to the book trade, and that further relief will be forthcoming upon the expiration of existing contracts on the other books.

Better School Book Prices for Retailers

Book Trade is at Last Getting a Square Deal from Ontario Government.

SOME of the representative booksellers of Ontario met at Hamilton on Wednesday, July 28, at the call of Mr. Nelles, of Guelph, Convenor of the Special Committee, the members of which constituted the deputation that waited upon the Ontario Minister of Education, to ask for relief in the matter of school book discounts to the trade and at this meeting the following report was presented:

As members of the deputation of Booksellers who had an interview with Hon. R. H. Grant in regard to better discounts on school books, we are very pleased to say that we have been fairly successful and Mr. Grant has made a big concession in the trade price of the following books:

	Former Cost	Present Cost	Retail Price
Primer	3 1/5c	2 2/5c	4c
1st Book	4 4/5c	3 3/5c	6c
2nd Book	7 1/5c	5 2/5c	9c
3rd Book	11 1/5c	8 2/5c	14c
4th Book	12 4/5c	9 3/5c	16c
P.S. Arithmetic	8c	5c	10c
P.S. Composition and Grammar	20c	18c	25c
P.S. History	40c	37c	50c

This is a big satisfactory change and we hope by 1921 that a better discount on all books can be obtained, we would therefore ask the dealers in Ontario to sell all books when schools re-open, at regular prices.

The thanks of the booksellers are extended to Mr. Grant and the Drury Government for the above reduction. It was a pleasure for the deputation to meet the Hon. Minister as his remarks were very sympathetic in regard to the conditions at present existing in the school book business and his active work has already given us a change whereas the ministers of the former governments would not, at times, even talk to us.

Fred Clarke, Hamilton, Ontario.
B. C. Fairfield, St. Catharines, Ont.
F. H. Chapple, Galt, Ont.
C. L. Nelles, Guelph, Ont.
F. I. Weaver, Editor Bookseller and Stationer.

July 26, 1920.

Following is the complete letter addressed to Mr. Nelles in which the Minister of Education announced the decision that had been arrived at as regards the new prices to the trade that are now to rule:

Toronto, July 21, 1920

Dear Mr. Nelles:

I have received your letter of the 12th inst. and can assure you that I have not lost any time in trying to devise some remedy for the conditions which are adverse to the bookselling trade in the sale of text-books. You are aware that where contracts are running the trade discount is provided for in the contract. In these cases I am not sure what the remedy is; but in other cases in which the Government has power to act a plan has been devised which I hope will prove satisfactory to those who sell text-books.

I have notified the publishers of the Readers and the Public School Arithmetic (The T. Eaton Co., Ltd.), the publishers of the Public School Composition and Grammar (The Copp Clark Co. Ltd.) and the publishers of the Ontario Public School History of England and Canada (The MacMillan Co., Ltd.) that there will be an increased discount to the trade and that the text-books may now be sold to the trade at the following prices, namely:—

Primer 2 2-5 cents.
First Book 3 3-5 cents.
Second Book 5 2-5 cents.
Third Book 8 2-5 cents.
Fourth Book 9 3-5 cents.
Public School Arithmetic 5 cents.
Public School Composition and Grammar 18 cents.
Public School History of England and Canada 37 cents.

You are at liberty to communicate this information to your associates. Of course, I shall be sorry to have a number of booksellers agreeing to charge prices for school text-books which are higher than the prices fixed by the Province but I must leave this to their own sense of fairness and propriety under the circumstances. The Government is disposed to do all that is possible to relieve the situation and I hope that the announcement contained in this letter will be an evidence of the sincerity of its disposal.

Yours sincerely,
R. H. Grant,
Minister of Education.

Following receipt of this and having in mind the meeting called for July 28 at Hamilton, Mr. Nelles wrote requesting further information regarding other books not mentioned in the minister's statement of July 21st, and this was the reply:

Toronto, July 26, 1920.

Dear Mr. Nelles:

I received your letter of the 23rd instant this morning and appreciate the courtesy and the business sense which characterize it. As you wish to discuss certain points which arise out of the present situation with your associates at Wednesday's meeting, I reply at once.

While I cannot make any definite promises regarding additional discounts on the remainder of the text-book list applying in September, 1921, before I consult with my colleagues, it is my hope that some method will be found of dealing with the whole list. In respect to the copy books, which I think are a special case, I shall take immediate steps to include them, if possible, in the same arrangement as that now proposed for the Readers, the Arithmetic and the History. As to the Drawing Books, our contract expires in four months and at the end of that period I shall be glad to take up with you and your colleagues the situation in respect to that book.

Now, regarding the present arrangements being for one year, that follows from the fact that our arrangements with the publishers are for one year. While I cannot promise without securing the consent of the Lieutenant-Governor-in-Council that the arrangement shall continue, yet, it seems to me that what the Department has done may reasonably be taken as foreshadowing action along similar lines in the future.

I am truly anxious not to subject the pupils in our schools to higher charges at the present trying time and anything that booksellers of high standing, like yourself, can do to ease the situation will, I think, be generaliy appreciated.

Yours sincerely,
R. H. Grant,
Minister of Education.

It was decided to request the Minister of Education to make the prices on the readers, 2½c, 3½c, 5½c, 8½c, and 9½c, instead of the proposed prices of 2 2-5c, etc. This, it is pointed out, would simplify invoices. He will also be requested to cancel the selling of school books by publishers at net prices to any individuals other than the trade, as the public have never used this advantage and because it is in reality no advantage, because the extra postage added to the prices would bring the costs up higher than the books would cost the purchasers in the regular way at the bookstores.

OLD FRIENDS INVITED

A stationery firm, after moving into a new store, made an advertising announcement as follows in the newspapers:

Come in and help us to get acquainted with our new store. Strange walls—strange surroundings no matter how attractive, somehow don't seem quite like 'home'. Our feeling of strangeness is not unmixed with pride—the new store is certainly an improvement, but we want to see the familiar faces of our friends and customers to help us get acquainted and to share in our pride."

How's that for advertising literature?

Live New Bookstore at Kamloops

Ernest V. Bergin Makes Good Start—New Front Finest in Town —Installs Circulating Library.

Ernest W. Bergin, 365 Victoria Street, Kamloops, B. C., took over Cliffe's bookstore, Kamloops, B.C., in May. He carries a full line of books, stationery, sporting goods and is installing a complete circulating library. The old-fashioned front with small square windows has been torn out and replaced with the new slant front as illustrated herewith, and the store has now the smartest appearance of any store on the street.

The interior of the store has been changed and tables and display cases have taken the place of the old counters. A partition has been put up across the store about twenty feet from the back, this place is for the library and jewelery dept. Walter Bergin, a brother of Mr. Bergin, has charge of the jewelery dept. and will produce "Made-in-Kamloops" jewelery. The latter spent four years with the troops and most of that time in France. Previous to joining up he was with a large jewelery house in New York City.

Mr. Bergin has struck on a good idea for taking away the bareness of the wall space between the top of the shelves and the ceiling. He is having this space stamped with National emblems and designs. He had a three weeks' sale of mostly dead stock and what he didn't sell he threw out. He says he has no room for dead stock in his store.



This is not Ernest V. Bergin's first experience at the retail business. In the early part of the year he sold a general store business at Leduc, Alta, having been in business in that town for twelve years.

In the new store he has put in a full line of musical instruments. In six weeks time he has bought over five hundred dollars worth of new stock.

Speaking of the 'circulating library, Mr. Bergin told Bookseller and Stationer that he had put into it only the best copyright novels by reputable authors.

He said that the business done since taking over the store had shown results beyond expectations, and he hoped to keep this up by strict attention to the business and courtesy to customers.

How to Figure Out Profit

EXPERIENCE has proven that but few business men have learned to properly figure profit. Remember that 20 per cent. added to the cost does not yield 20 per cent. profit. Profit is properly figured on sales, and to make a 20 per cent. profit you must add 25 per cent. to cost. Keep the following schedule before you and you will find it worth many dollars in the course of a year:

5 per cent. added to cost is 4¾ per cent. profit on selling price.
8½ per cent. added to cost is 7 per cent. profit on selling price.
10 per cent. added to cost is 9 per cent. profit on selling price.
12½ per cent. added to cost is 11⅛ per cent. profit on selling price.
15 per cent. added to cost is 13 per cent. profit on selling price.
16 per cent. added to cost is 14¼ per cent. profit on selling price.
17½ per cent. added to cost is 15 per cent. profit on selling price.
20 per cent. added to cost is 16 2-3 per cent. profit on selling price.
25 per cent. added to cost is 20 per cent. profit on selling price.
30 per cent. added to cost is 23 per cent. profit on selling price.
33 1-3 per cent. added to cost is 25 per cent. profit on selling price.
35 per cent. added to cost is 26 per cent. profit on selling price.
37½ per cent. added to cost is 27¼ per cent. profit on selling price.
40 per cent. added to cost is 28½ per cent. profit on selling price.
45 per cent. added to cost is 31 per cent. profit on selling price.
50 per cent. added to cost is 33 1-3 per cent. profit on selling price.
55 per cent. added to cost is 35½ per cent. profit on selling price.
60 per cent. added to cost is 37½ per cent. profit on selling price.
65 per cent. added to cost is 39½ per cent. profit on selling price.
66 2-3 per cent. added to cost is 40 per cent. profit on selling price.
70 per cent. added to cost is 41 per cent. profit on selling price.
75 per cent. added to cost is 42 2-3 per cent. profit on selling price.
80 per cent. added to cost is 44½ per cent. profit on selling price.
85 per cent. added to cost is 46 per cent. profit on selling price.
90 per cent. added to cost is 47½ per cent. profit on selling price.
100 per cent. added to cost is 50 per cent. profit on selling price.

AUCTION HELPS

From Stewart & Kidd Co., Cincinnati, comes a copy of Lucy Blackburn's "Helps on Auction Bridge." It is a very useful book of nearly 80 pages and a reliable and simple help for the game of auction bridge. It is in reality an arrangement of the choicest cullings from the best writers on the game and experience gained in years of teaching.

THE GREATER NEED

Some day the Gideons, who see to it that there's a Bible in each hotel guestroom, are going to fix it so that the man who makes the hotel rates has one too.—Detroit Times.

A. Grigg, who last January sold his book and stationery business in Pembroke, has purchased the "Orangeville Fair," Orangeville, Ont. Mr. Grigg will run the store under the name of The Grigg Co. A complete stock of books, stationery and phonographs will be added to the china, crockery, glassware, candy, fancy goods, toys and smallwares now carried.

NEWS OF THE TRADE

TRADE WITH NEW ZEALAND

An interesting visitor from the Antipodes to Toronto last month was James B. Symons, buyer for the well-known wholesale book and stationery firm of Whitcomb & Tombs, Ltd., of New Zealand. Mr. Symons is in charge of the firm's branch at Melbourne, Australia, and his visit to Toronto was part of a buying tour in which he visited the principal buying centres of the U. S. He also attended the American Booksellers' Association convention in Philadelphia.

Whitcomb & Tombs, Limited, are established in the four principal cities of New Zealand: Christchurch, Auckland, Wellington and Dunedin. Mr. Symons told Bookseller and Stationer that U. S. book and stationery products are in popular demand in the whole Australasian market, and while in Toronto he placed goodly orders, which bid fair to grow into a healthy export business from Canadian houses to this enterprising New Zealand concern.

Mr. Symons is now receiving Bookseller and Stationer regularly in order to keep in close touch with the Canadian trade.

FROM FAR-AWAY LANDS

Bangkok, Siam,
June 2nd, 1920.

Bookseller and Stationer,
Toronto, Dominion of Canada.

Dear Sirs:

I am desiring to be a subscriber of your newspaper and shall be very thankful if you will kindly favor me by return mail with sample copy. The cost of postage will be refunded you on sending my subscription.

I am, Dear Sirs,
Yours truly,
Nai Leck.

A notable honour has been conferred upon Mr. E. J. Golding, secretary to Messrs. Cassell Co., Ltd., who has been made the recipient of a certificate signed by Mr. Lloyd George, the Prime Minister, and Sir R. M. Kindersley, K.B.E., recording very high appreciation of the services rendered by Mr. Golding to the nation, and to the War Savings movement during 1914-1918. Mr. Golding is secretary to Cassell's Savings Association, which was the first to be formed in the city of London, and has, in four years, with 500 members, purchased 17,667 savings certificates at 15s. 6d. each and paid to the Government over £13,691.

"NEIGHBORS"

A stirring appeal was recently made to the members of the Chicago Rotary Club by Robert J. C. Stead, Director of Publicity of Immigration and Colonization for the Dominion of Canada. The speaker, who is a gifted poet and novelist as well as an able executive, pleaded for a better international understanding between the United States and Canada, whose people are of the same stock, the same habits and ideals. If the world is to be safe for humanity, a broader patriotism must develop, which does not confine itself wholly to love of community, state or nation, but is interested in the welfare of the world.

"Canada," Mr. Stead said, "has miles and miles of undeveloped land which lack only man-power to unlock its untold wealth of minerals and foods. With a population equal to three people for each square mile of territory it furnishes the United States with twenty million dollars worth of hard wheat, twenty-nine million dollars worth of lumber, seventy million of mineral and much of its paper for newspapers. Nothing but man-power is lacking to prevent much greater quantities of exports. On the other hand, the United States furnishes Canada with more products than all the countries south of the equator combined."

The speaker emphasized the danger that lies in the trend of young men to the cities. "Due to man's inventive genius, population is becoming dangerously centralized and there must be a movement back to the land if the world is to be adequately fed." The Rotarians were greatly pleased with the inspiring address and the personality of the speaker.

Mr. Stead concluded by reading the following poem, which he wrote in recognition of the neighborly assistance rendered by the United States at the time of the great Halifax disaster:

"Neighbor, your hand! In this dark day
When strange perversities of Fate,
And wrath are meant for liberty
Have laid our city desolate.

"You, from our common mother sprung,
Didst hear a cry along the sea,
A cry which in our common tongue
Didst sound a common call to thee.

"Neighbor, your hand! We have no speech,
For idle words, we understand;
Across a thousand miles we reach,
And feel the pressure of your hand!"

James Vannevar, who on July 23rd celebrated his ninety-fourth birthday, is probably the oldest of Canada's pioneer booksellers. He was born in Boston in 1826, and came to Toronto in 1860. Here he established a bookstore which soon became the centre for Collegiate and University text-books. He was situated two doors south of Elm Street on Yonge Street for a long time and afterwards a couple of blocks farther north. It was only seven years ago that Mr. Vannevar relinquished his business, to be greatly regretted far and wide among book-lovers. Mr. Vannevar attributes his long life and health to his habit of early morning walks and the drinking of plenty of cold water.

DEATH OF JAMES YOUNG

The death occurred suddenly on July 6th of James M. Young, a director of the Copp Clark Co., Toronto. He was in his 58th year

Mr. Young was taken ill on the train while returning with Mrs. Young from Stratford, where they had been spending the week-end with his son. Despite medical aid, including an infusion of blood from his son Hugh, Mr. Young grew worse and passed away late in the evening.

A son of the late John Young, of the Upper Canada Tract Society, Mr. Young was born in Toronto, where he lived all his life. He was one of the oldest employees of the Copp-Clark Company and was made a director some years ago. He is survived by Mrs. Young, who is a daughter of James Park, of the Park-Blackwell Company, and three sons, Hugh F., also of the Copp-Clark Company; Wallace P., of the Canadian Edison Appliance Company, Stratford, and Jack at home.

THE "QUIRE" INVISIBLE

Members of Parliament succeeded in preventing the curtailment of their franking privileges, one of the dire possibilities of the situation, as expressed by Mr. H. B. Morphy, being the fear that their free stationery would be the next thing to go. It is bad enough to have the Senate demanding a peal of bells for the tower, without the Lower House worrying about the quire invisible.—Toronto Star.

CAPITALIZATION INCREASED

Announcement has been made by the White & Wyckoff Mfg. Co., Holyoke, Mass., that at a stockholders' meeting, the authorized capital stock was increased from $350,000.00 to $2,500,000. The company is 31 years old, having organized under the Massachusetts state laws, in 1889, and is now one of the largest and most successful manufacturers of fine stationery in the U. S. The control and management of the company remain with the present officers, J. L. Wyckoff, continuing as president, and E. N. White as treasurer. The purpose of the issue is to expand the business along hitherto successful lines and to provide for the construction, purchase and control of additional buildings and machinery as may be considered advisable.

Sam Clarke has opened a new book and stationery store at 657 Barton Street East, Hamilton, Ont., in addition to his store at No. 632 on the same street.



Novel Schemes That Have Helped Business

Unnecessary Steps Are Saved by Jar for Pence

Retailers who handle newspapers and keep the cash register in the back part of the store are often called upon to walk the full length of the store with two cents, or a nickel or dime to make change.

A Saskatchewan dealer saves himself quite a few of these steps by using a glass jar with a removable metal top as a receptacle for the pennies and any small change the newspaper customers may bring in.

Impressing That Quality is Always the Same

Every time a retailer can couple up some familiar object with one of his arguments why people should trade at his store, he is using one of the most effective forms of advertising. There is a big advantage in using a calendar in displays if it is presented in a new and unusual manner. If your store is one that makes a strong claim to continuously giving quality an original window display can be made by utilizing one of the very large calendars which many firms give away. These big sheets —one for each month—should be hung in your window so that they completely fill the surface, leaving only room for a sign:

DAY AFTER DAY
WE SELL THE SAME
QUALITY OF

MUST CONSIDER FUTURE

"Why do you advertise when you are behind in deliveries?"

"This very natural question by a retailer in need of goods involves the discussion of a vital policy that is fundamental," said a leading pencil manufacturer.

"If we were building a business for today our policy would vary from day to day with the temporary changes with which every business has to contend.

"But we are building for the time to come, and we hope that this business will become many times greater than it is to-day. Without the proper foundation it would undergo violent changes dependent upon temporary national, local or even imaginary conditions.

"If we should permit ourselves to become inflated with self-confidence when business conditions are favorable, restricting our selling and advertising activities, and go down in the dumps when conditions are not so favorable, this business would not amount to any more than the existing conditions would make of it.

"We say right now, without reservations, that we hope, regardless of how aggressive and efficient our manufacturing department may be, that it will never be able to catch up with our selling organization."

BOOKSELLING RESOURCEFULNESS

From the July "Atlantic Monthly" the following letter is taken from the contributors' Club page:

"Dear Atlantic:—Let me tell you a story, a true story, recalled to mind by reading "The Bookstore and Customer," in the Contributors' Club in the April "Atlantic." The title of the story is "A Bookstore and a Customer." This happened some few years ago in Boston.

"A friend of mine had read in the "Transcript" a review of a book which told of the author's boyhood days in an old New England town. When in the city some days later, he happened to think of the book as he was passing a bookstore, and stepped in to look at a copy.

"Face to face with the clerk, he suddenly realized that the title of the book had slipped his mind. He told the clerk what he could remember of the book, but was unable to recall the name of the town or the scene of the story. The clerk suggested that the name of the author would be assistance, but my friend had forgotten this also. By this time he began to feel a little uncomfortable; he appeared to be in the ridiculous situation of a man who, although hunting for something, does not know what he is looking for. He was about to back out of the store, abashed, when the clerk, still attentive and respectful, said that the key to the problem might lie in the name of the publisher.

When my friend realized that he must again admit ignorance, he started for the door again—he would put an end to this humiliating adventure. But suddenly a thought came to him—the name of the publisher was also the name of some animal. The clerk bounded away and consulted a big volume. A moment later the desired book was in my friend's hand.

Yours sincerely,
WINSOR M. TAYLOR.

Ridgetown, Ont.—Little's Telegraph Bookstore did some good seasonable advertising last month. One advertisement headed "Summer Necessities" featured picnic plates, sanitary drinking cups, Purity white waxed paper, napkins, flags, handy picnic packages containing 1 white table cloth, 42x56, 12 napkins to match, made from pure sterilized paper. Hammocks were also prominently advertised.

AGAINST TIN SOLDIERS

Following the example of women of Central Europe who have asked their Government to prohibit the making of military toys such as tin soldiers, submarines, etc., a movement has been startedo in Toronto of the same kind. It is a branch of the "Women's International League for Peace and Protection," the object of which is to protest against the spirit of hatred which war has left in its wake. A protest is made against military drill in Canadian schools and a campaign is advocated against the manufacture and purchase of military toys.

TELLTALE FIGURES

A classification of business failures as compiled by Bradstreets follows:

FAILURES DUE TO	PER CENT.
Incompetence	32.2
Inexperience	6.6
Lack of capital	30.3
Unwise credits	1.9
Failures of others	.9
Extravagance	.6
Neglect	2.4
Competition	4.2
Specific conditions	13.4
Speculation	.4
Fraud	6.7

An analysis of these figures is enlightening. They show that at least 82.5 per cent. of failures are due to shortcomings of personnel or faults of management in some form or other. The exceptions are failures of others, specific conditions and competition.

There would have been a different story if the management of these business wrecks had possessed those essential qualifications for successful management—knowledge of conditions, foresight and vision.

The successful executive must know the facts, from the facts he must plan with foresight and further he must have the vision to discern trends and possibilities that will lead to strength and growth.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Welland, Ont.—"For that Picnic," is the heading of a striking advertisement by Perry's Bookstore in "The Welland Telegraph." Here is a quotation from it:

"You will need paper plates, paper cups, paper tablecloth, paper napkins. We have all of these, as well as the wax paper for wrapping the lunch, and sanitary paper boxes for jellies, etc. In fact, we have everything you need except the eats."

Quebec, Que.—J. A. Kirouac & Co., 34 Fabrique St., advertise their store as "Souvenir Headquarters." In a recent advertisement a home moving picture machine was featured. An illustration was shown together with the headline, "Fun at Home," followed by this paragraph:

"Enjoy all the fun of the movies at home—here is a machine which will give you your moving pictures right at home. Electric moving picture machine, strongly constructed of heavy sheet metal; sturdy focusing lens; 3 films and 3 lantern slides go with each machine. The films are parts of standard films showing some of the Movie stars popular with the children. Has an electric lamp regulator, so that different size electric bulbs may be used.

ONLY $12.00

Extra films of 9 inches, 3 for 75c.
27 inches, each 75c."

Olds, Alta.—The store of the Olds Drug Co., Limited, is as much a book and stationery store as it is a drug store and besides these lines such items as toys and dolls, games, sporting goods, leather goods, (including ladies' handbags, as well as flat goods), talking machines and records, music smallwares, cameras and photo supplies, wallpaper, greeting cards, and gift shop novelties, are stocked.

Mr. Maybank, the manager of this store, finds Bookseller and Stationer a most valuable aid in conducting his business. In a recent letter he said:

"We take pleasure in enclosing subscription for Bookseller and Stationer for one year in advance. We think this is one magazine that the trade would find very hard to get along without. For ourselves, if the price was $5 per year, we would still be a subscriber.

Sydney, N. S.—An unusual advertisement of Murphy's Bookstore in the "Sydney Post" is headed "Gaelic Song Book," the wording of the ad. being as follows:

The Minstrelsy of the Scottish Highlands, by Alfred Moffat. Contains 67 Gaelic songs—the following included:

A Dhomhnuill bhig
Crodh Chailein
Is toigh leam a' Ghaidhealtachd
Leis an Lurgainn
Mari Bhoidheach
Mo Dhachaidh
Soiridh
Theid mi g'ad amhare

PRICE $1.60, Post Paid.

Listowel, Ont.—The Bazaar advertises "A fortunate purchase of dolls, toys and games, also picture books and books of fiction at 50c on the dollar." A special offer was a dressed doll at 25c.

Goderich, Ont.—Silver polish as a specialty for stationers is suggested by the advertising of this item by Porter's Bookstore. The line advertised is represented as:

"Positively the best Silver Polish made, 50c per can. Enough to last a family for one year."

KEEP AN EYE TO FUTURE

A man who has a good grip of the significance of advertising is B. H. Rowley, advertising manager of the Dixon Crucible Company of Jersey City. Mr. Rowley's creed is that advertising is a sales policy—the same as maintaining a sales organization.

'We might as well eliminate the one as the other," said Mr. Rowley, and he was emphatic in his assertion that neither would be done.

"If our efforts should be halted in the middle of the road in times of liberal buying, to wait on the manufacturing department," he continued, "there might come a time when the manufacturing department would have to suspend operations while waiting on the sales organization."

Mr. Rowley's contention was that such a policy meant running around in a circle, disorganizing one day and reorganizing the next.

His practical theory is: The greater the demand for a product, the quicker the turnover for merchants, and the more frequent the turnovers the larger is the volume of profit.

He was out against any let-up in aggressive methods which might suggest that when business is good there is no occasion for work, and when business is poor it is too hard to get.

FROM TOY ADS.

Following are some paragraphs gleaned from July advertisements describing dolls and other toy items. They should be of suggestive value to other retailers:

Baby dolls, 13 inches long, with either fair or dark hair, composition head and body, and movable arms and legs. A delightful plaything for any little girl at the doll-loving age.

Pedestal dolls, 12 inches long, with movable arms. They are prettily draped in chiffon in red and pink. Some have blue skirts. This is another doll which would be charming for a little girl.

Combination game boards, with complete outfit for playing twelve different games for from two to five players. Book of instructions packed with game in box. Game board measures 16 inches square.

Toy sailing skiffs or rowboats, 13 inches long, 9-inch mast, four seats, two pairs of oars and oar locks.

Toy Bowling Alleys are splendid toys for children of from 5 to 9 years of age. Score shows when pin is hit and funny-faced clown appears to add to the fun.

Photogravures

Hand Printed
Hand Colored

All the latest subjects, by the well-known artist, Bessie Pease Gutmann, very beautifully tinted. Subjects that appeal strongly to all.

COME IN AND SEE THEM

BOOK AND ART SHOP
MAIN STREET

Suggestion for an advertisement of pictures.

Advertising Club Makes New Start; Officers Elected

Toronto Men to Keep Sharp Lookout for "Fake" Advertisements

The reorganized Toronto Advertising Club got under way with plenty of enthusiasm at a dinner last week at the King Edward Hotel, and 50 new members were received into the institution. The club intends to "boost Toronto," to keep a sharp lookout for "fake" advertising, and generally to elevate the standard of the profession as far as is in its power.

The following officers were elected: Honorary president, W. G. Rook; president, W. G. Steward; vice-president, W. T. Gregory; secretary-treasurer, Fred. A. Trestail.

SHOWCARD IDEAS

They Play an Important Part in Selling—Should Be Neat in Appearance

APPEARANCES count for everything in and about a store. The windows must be attractive and the interior also must be attractive. Of course, this is applicable, too, to the show cards. Unsightly cards or tags in a window will not draw business. If business comes it will be in spite of, rather than because of, such cards.

A showcard which is warped or bent presents a very bad appearance in the window, and warp it surely will unless it is of heavy stock, twelve ply or more. The heavy ply board is not always obtainable in the smaller towns, while the four and six-ply cardboard can be purchased even in the smallest towns.

Here is a scheme to overcome warping of the thinner cardboard. It requires but very little effort and will give a pleasing effect and prove most satisfactory and economical. The popular size cards for window display are 14 x 22 (one-half sheet) and 11 x 14 (one-quarter sheet). Smaller sizes than these are not so apt to curl up, and therefore need not be worried over.

For the larger cards, make a light frame the same size as the card. Any light material will do, as it is to be entirely covered. Have one support placed in the centre to keep the frame from becoming lopsided. A stick may be attached to this centre support with a little brass hinge, to hold the frame upright in the window.

After your show card is finished tack it on the face of the frame, using small upholsterers' tacks (or else glue it on). Then run a strip of passe-partout binding around the edges of the frame, lapping it over about one-half to one inch on the face of card. If the passe-partout binding is hard to obtain, cut strips of wallpaper two inches wide. Use this in place of the regular binding. These frames can be used many times and are well worth the bother and trouble to make.

Here are a few seasonable tips for window cards:

ARE YOU GETTING READY
FOR YOUR VACATION?
DON'T FORGET TO TAKE
A SUPPLY OF STATIONERY.
YOU'LL NEED IT.

* * *

A PERSON IS KNOWN
BY THE COMPANY HE KEEPS—
THE KIND OF STATIONERY
YOU USE ALSO TELLS.
WE HAVE THE BEST GOING.

* * *

IF IT'S A
"BEST SELLER"
WE HAVE IT.

OF all the new inventions for show card lettering, none can surpass the speed pen, which has come as a boon to facilitate lettering by hand. It is said to be the most practical, simple, and useful lettering tool on the market. Some of the new inventions sound very well in print, but when put to the test are an absolute failure.

The round writing pens and engrossing pens with the slanting points are intended for small lettering, as on price tags and on large show cards where much reading matter is required. These pens are not equipped with a reservoir and require frequent dipping in the ink bottle. No one ever thinks of making large letters with these small engrossing pens.

The speed pen, on the other hand, makes large letters both neatly and easily. It is made of best quality of flexible steel, requires no "breaking in," and will neither spread like a brush nor make irregular or ragged lines. Furthermore, it will not break under heavy pressure.

In general appearance the speed pen is like the ordinary steel pen, with these differences:

(1) Instead of the usual points, the nibs consist of two hemispherical, flat surfaces, with a fine split between them. Together they form a perfect circle, so that whenever the pen is placed on paper it produces a solid circle of ink or color, and if it be drawn along it makes a solid, uniform line with those porfectly rounded terminals so difficult to obtain with other lettering pens or drawing instruments.

(2) A reservoir is attached to each pen which holds sufficient ink to make several letters and renders frequent dipping in the ink bottle unnecessary.

A lazy store window is worse than a lazy clerk, because a good, hard-working store window will sometimes sell more goods in a day than the most energetic clerk.

Suggestive Sale For the Month of August

A merchant holds each year, during the month of August, what he calls a suggestive sale. He pays a commission of from 4 to 8 per cent., depending upon the kind of merchandise, on each sale resulting from a clerk's suggestion to a customer. He leaves it to the honesty of the clerks to tell him which sales were suggested by them and which were not. He says he can tell from previous business that in the aggregate they take no advantage of him. It is understood, of course, that the suggesting of additional goods is not confined to the month of the special sale. These periods are long enough, however, this proprietor believes, to establish a habit which continues in force throughout the year.

* * *

Can you tell definitely just how much hard, cold cash those show windows of yours will earn you every day, month, year? Here's a test that will accurately weigh their profit-making possibilities for you: Select goods that you are anxious to dispose of—preferably one line. Make a price on them so that they are a real bargain. Display them attractively in your show window with catchy cards contrasting the past and present prices. So as to be able to definitely check returns, do not advertise these particular goods in any other way. And then when these goods are sold, figure out the profit they made you at the bargain prices. Divide the amount by the number of days the goods were in the window, and the result will represent the earning power of your windows.

WOOD GOLD LEAF LETTERS

James A. Campbell, Goderich, Ont.—"Would you kindly let me have the names of some firm or firms who make wood gold leaf letters, also metallic letters?"

Answer—Both wood gold leaf and metallic letters can be procured from the Toronto Sign Company, 115 Bay Street, Toronto, and from G. Booth and Son. 21 Adelaide Street West, Toronto. If you write either of them they will be glad to send you prices and estimates. It will be necessary to tell them the number of letters and their size.

COMPETITION—THE MODERN BUGABOO!

Are you watching your competitor? It is altogether likely that, in one way or another, there are a lot of things he is learning from you, and it is up to you to see that you get a pointer or two from him.

Maybe if you step down the line and look at his windows you will find he has a new wrinkle in merchandising or in display that it will pay you to watch. Perhaps you can pick up a suggestion from his method of doing business that will mean better business for your store. If you glance through his advertising in the newspaper, perhaps, you will get one of those "hunches" that develop into big ideas, something that you can turn into money in your pocket.

That is the attitude the progressive merchant is taking towards his competitor—"bugaboo nothing!—he's giving me ideas that mean bigger business for me."

Letter from an Old Traveler to a Cub

Dear Andy:

Your mother and I were glad to hear that Mr. Brown had decided to try you out on the road. Though you weren't a great deal of use at home, he must have done something with that curly head of yours or he wouldn't be trusting you now with his goods and reputation, not to mention his bank-roll.

Do you remember your first month in the city? How you come home down and out and with the firm conviction that city-folk were a selfish crowd? There was only one little bit of happiness in all that time, if you remember, and you do, for you have many times told me of it. One of the travellers had strolled in (travellers do stroll for some reason or other) and offered you, the new, clumsy office-boy, a ticket to the ball game for the following Saturday afternoon. Very often since, when you have told me how on one or two occasions you were able to do little favors for that fellow and even once, I believe, put him in line for a good sale; I used to smile, knowing that the psychological moment had not yet come. It is here at last, however, and your old dad, who, in his time, was not so bad on the road, wants to use that moment to your advantage.

An old drummer back in the days when getting business was not the easy matter it is now, once said to me: "Watch the young ones; they have got to grow up." Write that down on the cover of your notebook before you start on your first trip. Probably sixty per cent. of the young lads now dusting the windows where the scribblers you sell are reposing, will some day have stores of their own. Then they will want goods, and do you think they will forget the traveller who blew into their town and greeted them as though they really were human? Some young lad may be ambitious like yourself and glad to hear of a better opening in his line. You will be in touch with good chances; help him along. Probably in three or four years from now you will be staggered by the size of the order he will give you.

The old ones have to die, the young ones grow up surprisingly fast these days. The future hope of Canada is her youth and it is yours too.

With affectionate and great expectations, from

Your Old Dad.

On Withdrawing Salesmen

Further Discussion of the Question as to Whether Travelers Should Stop When Oversold.

ON WITHDRAWING SALESMEN

Following up Bookseller and Stationer's article in the July issue under the heading of "Should Travelers Stop if Oversold," it is interesting to quote the following article on the same subject from "Printers' Ink," being a reply to a request of Babson's Statistical Organization for information which might show what various sales organizations were doing to keep their salesmen most advantageously employed in cases where the concern is oversold:

"At a time when many firms are oversold and salesmen retained merely to promote good will and safeguard the future, their activities can be directed along many profitable channels. They can help to furnish facts for retail clerks' manuals, put into available form the most ingenious methods of displaying merchandise, deliver and display dealer helps and store trims, stage store demonstrations, offer suggestions for new uses of the product, give the financial man the human history of credit risks in their territories, etc.

"Some months ago Printers' Ink published an interview with H. A. Beach, manager of the Traveling Department of the Victor Talking Machine Co., entitled 'A Sales Force That Doesn't Solicit Orders.' This article explained that the prime requisite of a Victor salesman is not the ability to sell more merchandise but to assist the retail dealer to sell more.

"While trade conditions may not make such a plan adaptable for every business, still present conditions give the salesman leisure which permits him to turn his talents to a variety of trade-stimulating purposes. It not only helps the organization to a more solid footing with its trade, but gives the salesman a better realization of the fact that he represents his firm in every branch of its business activities and that his value to the organization is not measured alone by volume of sales."

COMMUNICATION

July 20, 1920.

Editor Bookseller and Stationer,

Dear Sir:—The booksellers have been pestered for some months with letters requesting them to make this a book year and certain publishers have been loading up the dealers with twenty-five copies of some of the new books (with the understanding that if not sold they could be returned). As one of the loaded ones I would ask the publishers and jobbers what they have done towards helping the sale of their books. I have not yet seen a criticism or review in any paper on any of them, nor have I found an advertisement anywhere for the public to know what is on the market. The public take little stock in the ordinary retail ad. for books and at present they seem to prefer buying gasoline to spending $2.00 or $2.25 on books they have never heard of.

I for one am going to place new books in the background and use my tables for goods that sell more quickly, unless the publishers get some action on and spend a dollar or two on reviews and criticisms to help the retailers out in the selling question. If they want a book year they can have it by using printers' ink but a very small return by depending upon their travellers filling up retail stores and letting it go at that. Yours truly,

—A Retailer.

P. S.—I would also like to point out to certain publishers who neglect advertising their new books in Bookseller & Stationer, that every progressive retailer orders a good shipment each month from those who **do advertise** in the trade paper.

SALEMEN'S CONVENTION

The interests of the travelling salesmen as viewed by their customers were passed on by the Wilson Jones Co.'s salesmen in annual convention on July 19, and the following days at the firm's new home at 3300 Franklin Boulevard, Chicago. It is announced that as a result of the recommendations of the travelers, influenced by their customers, the retailers, many improvements in office and shipping-room detail will be put into effect.

This is a method of effecting improved service to the retail trade which might well be brought about in other manufacturing and wholesale houses by the traveling salesmen and incidentally, this should be accepted as a tip by the retailers to bring this question to the attention of travellers, every traveller will be found open to any suggestion that will promote the interests of his house by helping along better service to the trade.

The Wilson-Jones salesmen at their convention were addressed by paper mill and other manufacturing representatives, details of raw material manufacture being thoroughly explained.

An outcome of the deliberations of this convention will be certain new items to be added to the line and improvements in some of the existing items.

Duncan, B. C.—Besides books and stationery, H. F. Prevost has a good all-year-round trade in toys and phonographs. Tourists who drop in for postcards invariably buy other goods and for this reason Mr. Prevost pays special attention to his postcard stock.

A Good Specialty Line

Lithographed Blanks Are Ready Sellers and Yield Good Profit Worthy Every Stationer's Special Efforts

LITHOGRAPHED blanks which are in demand in various forms, afford stationers the opportunity of building up a good profitable specialized trade. To gain a reputation for always carrying in stock stationery specialties of this type is to help very materially to stamp such a stationery store as a progressive and modern concern.

There are stock certificates in styles typical or symbolic of almost every conceivable industry. There are manufacturing, mining, automobile, oil, irrigation, industrial, farmers, dairy, and a great number of general designs that may be used for other purposes, and also styles with a maple leaf and moose upon them, that will be appreciated very greatly by Canadian organizations.

In many instances all of the matter that is common to all Stock Certificates, is lithographed upon these styles, thus, making it necessary to imprint only a very small amount of matter. This saves not only much in the way of composition, but also cuts down the amount of printed matter upon the certificates, and makes them appear very similar to completely lithographed designs. Stationers who have not their own printing plant can make arrangements with job printers in this connection.

One leading firm issues "Illustrated Ideas for Printers," a very keen conception of the use to which the Stock certificates and Bordered Blanks can be put.

In the U. S. stationers carry well assorted stocks of forms of this class to a very decided extent, and have found that it works admirably, since they can buy cheaper when they order a large quantity than by ordering in small quantities. Stationers who carry a full stock of these forms on hand are termed jobbers, and get the advantages of jobber rates from leading U. S. publishers of stock certificates. These jobber customers add very greatly to their profit by jobbing or selling the blanks at retail to other printers and stationers in their immediate vicinity. This jobber idea can be worked very nicely in Canada Local jobbers can give better service. For instance, if the net trade price on a certain product were $10.00 per thousand, that product would cost the Canadian printer over $15.50 per thousand laid down. The jobber obtains 25 per cent. discount, this brings the jobbers' rates down to $7.50, and makes the product cost barely over $10 laid down in Canada, a very decided advantage.

It has been found from experience, in the United States, that there are sevral methods of working up a good stock certificate business. Many customers keep in touch with the Secretary of State's office, and are advised by a clerk in that office of the charters granted to new corporations. There are still others who number among their friends corporation attorneys, who look after the stock certificates and other details of organization for their clients. Others, of course, take just what drifts into them.

As far as blotters are concerned there is a wonderful field for those stationers who are also printers. Some of the larger firms put on a regular blotter campaign and use large quantities of them. Others do a large volume of blotter business, but secure most of their orders from local retail merchants, butchers, confectioners, grocers, etc.

Tips for Show Cards

WHAT IS YOUR FAVORITE SPORT?

Whatever It Is

We Are Sure to Have

YOUR FAVORITE ACCESSORIES

THIS IS HEADQUARTERS FOR SPORTING GOODS

Come And Visit With Us

NO OBLIGATIONS TO BUY



The Oriental Craze Has Reached the World of Toys

Morgan's of Montreal are showing something quite out of the ordinary in the way of toys, namely, Algerian hand-painted wooden figures, ranging from mosques and minarets to Arabian steeds and prickly cacti. These toys have already had an extensive sale, and are recommended as stimulators for childish imagination, particularly for kindergarten geography. The colors are vivid, and absolutely true to type.

Point of View in Summer Toy Trade

To Which Class Do You Belong—Those Who Show and Sell Toys in the Summer Months or Those Who Quit and Lose Business?

VISITS were recently made to two large department stores in Toronto to discover what was selling in summer toys.

The first firm declared that during this season of the year the toy trade was so small that it was almost dispensed with, only one or two counters being devoted to the regular stock. The new toys for Christmas trade were not unpacked as people were not interested. The manager of the toy department in the second firm admitted that, while summer toy trade was a puzzle at times, he had never found it slack. Playthings had to be found for the child that went to the seaside or beach, and for the one that spent the hot summer months in the backyard. As he wandered up and down aisle after aisle of every kind of toy, he explained, amid the noise of eager children and parents that anything new which was placed on the market was introduced into the department. Boys stood in wonder before huge battleships and inveigled their parents to buy smaller ones. Tiny Japanese creations of celluloid, really obtained for Christmas trade, found a very good market even now. Inspiring articles for picnic use greeted the passer-by. The manager reminded us also that "every day is always someone's birthday."

From the toy department steps led to wonderful jungle, an ordinary hallway, the walls of which were covered with animal paper. Beyond this and on the roof of the building was the playroom, where probably one hundred and fifty children were entertained while their mothers shopped. Swings, whirligigs, and tiny chutes kept the children happy under careful supervision for hours at a time. Sometimes the boy or girl wanders down to the toy department again and knows what plaything he most desires mother to purchase before going home.

Just as the point of view made all the difference in the trade of these two department stores, so it does with the small toy shops, for children will play in summer as in winter.

A Flying Adventure

A small toy shop was recently taken over by a young man who had very little experience but a large amount of ingenuity.

He first removed from the window the heterogeneous collection of whatnots which every child in the neighborhood knew by heart. He then made an excursion to the surrounding country and brought back patches of grass sod, which made a very presentable field of his window-floor.

A miniature railroad was then laid down and trains placed on it. Little motors stood along a sandy road, and here and there dolls' houses dotted the field. The usual cows and stray sheep wandered up and down the hillocks. Above it all he suspended one of the larger sized new aeroplane kites at a cost of $21

Children came in scores, and many grown-ups stood before the window admiring the workmanship of the machine. The owner had on hand smaller kites of the same kind from $1.50 up. With the boys' interest aroused in the larger one these were very easily disposed of.

Indian Outfits

The manager of the toy department in one of Toronto's largest department stores, says that in the summer months there is always sale for Indian outfits for both boys and girls. These are especially favored as picnic prizes or as costumes for childrens' masquerades at summer resorts.

Sample Sales

Many firms make it a regular custom to have sales of their sample books as customers consider that samples are not only the latest on the market but that the variety offered is an added attraction when they look for books.

A New Craze

If there is one plaything with which a child never tires of it is something that makes a noise, and when that noise is pleasant the whole family is delighted.

A popular craze in this line is the Songophone, an instrument made by The Songophone Company, 111 Fifth Avenue, New York. A tune is hummed through the instrument and a very musical effect is produced. Several children, even tiny tots, can form a very creditable brass band with the various instruments made on the order of the flute, the horn, the trombone, the cornet, etc.

Vacation Toys for Kiddies

SUMMER play-time is not complete without a sand pail. Prettily decorated sand pails may be purchased on Monday at 15c.

Buy Baby a Big Brown Bow-wow, Special for 25c

—that runs around on wheels. Covered with leather cloth and stuffed with soft filler. Sale Special, 25c.

Children's Reins With Bells, Sale Special 15c

Fine for playing "horse" on long Summer days. Made of white leatherette with pretty red trimming.

Worth much more than our Special Price, 15c.

Suggestion for a "Summer Toy Sale" advertisement.



Here's a suggestion for a window display that would get the sportsmen of the district interested in what the stationer has to offer. A cardboard figure of a ball player might be placed in the centre of the window or a large picture pasted on the pane. At the back chest protectors, gloves and masks, etc., might be hung up and in the window catchy arrangements could be made with a few balls and bats, with cards such as are shown: "Cheap in Price But Not in Quality" and "You Are Never 'Out' When You Buy Here." The above display is designed particularly for baseball enthusiasts.

Success in Toy Selling Depends Upon Proper Store Organization

Observations in Montreal

By our own representative

A BOOKSELLER and Stationer representative recently accompanied a prominent American wholesaler on a tour of inspection of Montreal toy departments, during which many items of interest were gleaned.

To begin with, it was not pleasant to have to admit that most toy departments are at a low ebb just now, and in consequence demand is lower that at any other time. But it appeared to be so in general and therefore our American visitor was led to express surprise that the department stores were allowing the interest which is created at the Christmas season to die away to nothing. All up-to-date American toy departments, he said, were recognized as integral parts of a store, and every effort was exerted by the buyers to build up a year-round trade based on the extra volume of business at Christmas time. This policy was, in every case, well worth the labor and thought necessary to stimulate and increase the required volume of trade. The customers are in the store, and therefore it is not necessary to make any extra effort to attract trade. If the store has the goods, the demand will be created naturally. Toys are primarily gifts for children, but the day has now come when toys are no longer classed as amusing trifles to be discarded a few weeks after Christmas when Bobby has got tired of playing with his train or his blocks. No, indeed! Toys are a scientific development in the education of the child and can, by judicious adaptation by toy buyers to the needs of a community, be made to rank in importance with any of the best selling novelty lines so popular with parents or customers in general. It is the day of the educational toy and it is a matter of congratulation that complete ranges of all lines are procurable from Canadian and British markets without resorting to Germany. Every department store should reckon on advertising its toys as if they were a regular line, not simply a special season's goods and by featuring good toys, well made, varied price ranges, and good arrangements.

In the average store in the medium sized city the toy department usually degenerates into a display of sporting goods or art novelties. The appeal for these lines is so limited that a little more attention to display of seasonable goods in toys would be well worth while in order to regain an appreciable volume of business.

Generally speaking there are only two seasons for the toy market, the indoor and outdoor ones, but tremendous possibilities are latent in the "four-season" idea, generally applicable to other departments of a store in general.

"As the Twig, Etc."

The autumn and Christmas seasons are sacred to the mechanical, constructional, and educational types of toy, including the wooden block building sets, the steel engineering outfits, metal mechanical toys, and the various sets of playthings suitable for doll's houses or juvenile entertainments, such as imitation dinner sets and services, clay modelling sets and millinery outfits. All these educational toys mark a tremendous advance in the trend of the toy market. It is a truism to quote the old proverb, "as the twig is bent the tree's inclined," but no truer maxim can be found as a basis for encouraging childish hobbies with a view to permanent personal benefit. As a rule, the expensive or complicated toy has far less appeal to the average child than has the simpler, more practical and usable one which can be subjected to ordinary usage or to a diversity of purposes.

Handicraft Toys

There is no reason apparent why the primary handicrafts such as clay modelling, carpentry, dolls' clothes and the various metal constructive apparatus should not be featured extensively for all the year round sales, and even some aggressive method employed to make a special appeal to a certain class or community. In localities where kindergartens are not common these toys should be demonstrated and featured in window displays. This idea will prove exceptionally useful in early fall or early spring and should be easily carried out by the department manager, if he knows his locality.

Outdoor Toys

Again, there are latent possibilities in the spring season as regards outdoor toys and special attention to small details such as marbles, skipping ropes, hoops, balls, swings, gardening tools, kites, and any lines suitable for encouraging outdoor play will bring surprisingly good results to other departments as well.

Summer Toy Trade

In summer, seaside toys are by no means the only seasonable merchandise. There are many new hand-painted toys of varied descriptions that have lately been introduced, which would be ideal playtime companions for seashore or country needs. Take the new Algerian handpainted figures, for instance, an illustration of which is to be found elsewhere. Such toys as these will be very popular for use in sand piles or in the garden when it is necessary to stage a desert or a menagerie. The new, so called, hardwear toys such as carts, engines and trucks, should also sell well for summer trade.

The main thing, it should be remembered, is to appeal to the child first, directly, if possible, by means of displays of distinctive interest, or else to the parent, with emphasis on the educational value of play. Many stores to-day have a clerk whose duty and pleasure it is to encourage juvenile customers to come in and play with or examine any special lines in which they are interested. No better advertisement could be devised, and it enables the clerk to analyze the tastes of his young customers.

New Wrinkles

The newest wrinkle in supplying the wants and needs of little children is first, to make the plaything hygienic and second, to make the hygienic things attractive and amusing. Bright hued toys must be dyed with harmless colorings. Whenever possible, only the best grades of toys for babies should be carried in stock as inferior rubber, poor dyes or rough wood may cause more than trifling accidents.

All this leads up to the statement that there is no one season nowadays which can be considered best for buying. As has been explained, buying nowadays is so vared that each season has its own special advantages. However, concerns who intend to push their toy business the year round should buy in moderate quantities from month to month, maintaining sufficient volume in each individual purchase to take advantage of price concessions, yet keeping close enough to actual demand to be prepared for any downward trend of market prices.

Retailers who regard the toy business as a purely holiday proposition should take precautions to ensure an early delivery. Uncertainty prevails in factory deliveries in all countries, especially is this true of Englsh goods, for a late delivery spells disaster in toy lines.

Buyers express satisfaction that Canadian-made toys are now procurable in unlimited quantities, and also that English toys are becoming more plentiful while the price has not increased.

The secret of success in the Toy Department is the realization that nothing else can so humanize the character of the store, for its effect is inevitably human and personal rather than material. Viewed, however, from a purely practical standpoint, toys afford a store a closer point of contact with customers, which is, after all, the consummation devoutly to be wished.

Sporting Goods for Vacation Time

Increasing Popularity of Annual Vacation and Week-End Trips Offers Growing Field for Sales of Many Sporting Lines—Some Suggestions for Displays of Fishing Tackle—Encouraging Rifle Shooting Among Younger Boys—Schools and Churches Install Rifle Ranges to Keep Interest of Young People.

VACATION time, as a stimulant to summer sporting goods sales, is second only to the arrival of spring itself. In the sale of the majority of sporting goods lines these two seasons are most important, and while spring is over for this year, vacation time is only now getting fully under way. It will be a good idea for dealers to emphasize the vacation idea in advertising and displays for the next two months. In showing various goods the statement can be made, "Here is something appropriate for use during your vacation." Every such mention popularizes the idea of taking a vacation and links up with it the suggestion that some recognized form of sport be indulged in.

There are so many goods handled under the category of sporting goods that are made especially for just such outings as many people want to take, that they alone are having a tendency to cause more people to take time off from their work to enjoy recreation. Week-end trips have also come into vogue during the past few years since automobiles have become increasingly popular. This form of recreation also offers a fruitful field for dealers in sporting goods for many people in every city and town follow the practice of spending week-end vacations, some in the woods where they may fish and shoot, others at resorts where golf, tennis, baseball, etc., are in order. These habits call for more canoes, tents, cooking kits, outdoor furniture, fishing tackle, automobile accessories, golf, tennis, and other sporting accoutrements.

Issues Week-end Resort Guide

Retailers can make their sporting goods department a live one during the summer months by paying a little attention to customers' requirements and seeking means of giving little extra services in order to win their favor. One retailer issues week-end resort guides for the convenience of customers and keeps a record of good places to fish, hunt, camp and canoe. He does everything to encourage people to get away from the cities and congested communities on Saturday afternoons and Sundays and make use of sporting goods and those items such as vacuum bottles, cameras, refrigerator baskets, etc., which are invaluable for the week-end trip or annual vacation.

Fishing is a popular pastime with a great many men of a class who are desirous of having the best outfit obtainable at any price. For this reason fishing tackle and other accessories are a profitable line. As with all sporting goods, the power of suggestion is important, and, therefore, well trimmed displays in the window and store should be made in season. Articles of fishing tackle lend themselves to excellent and attractive display, comprising as they do, a class of goods that are delicate as to design and beautiful in appearance. An impression of refinement is conveyed by a good display of fishing tackle.

Anglers Planning Vacation

There are many splendid fishing haunts in all parts of Canada and right now many of those planning a vacation are going through their kits and working over articles of tackle, oiling reels, varnishing rods, making a list of the lines needed to supply those lost last season. Also waders, clothing and other articles, depending upon the whims and fancies of the individual, will require attention. While this is going on the dealer should be getting his windows in shape in order to attract attention.

A seasonable display suggestion is to feature fishing rods, reels, lines, nets, waders, lures, etc., in the window, with a map of the local community in the centre. On this map the principal fishing streams and lakes should be marked with small thumb-tacks and a cord or ribbon attached and extended to the window marking a card which bears the name of the river or lake and mentioning the kind of fish which predominates in that water. The use of some branches and ferns as a representation of some shady nook, with a small stream of water representing the river, makes a window which will attract much favorable attention. In such a display the use of imitation bark can be used freely. Bark paper is very convenient and can be used in displays of almost any line of sporting goods, with good effect.

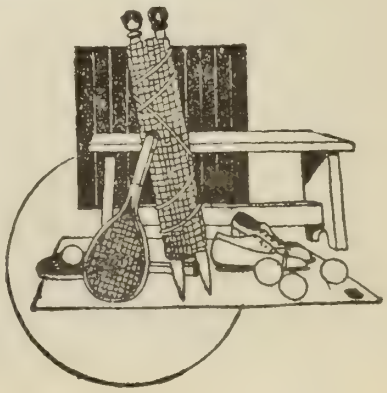
Another suggestion is to use an improvise defence with simple make-up, consisting of hanging a coat and hat on the fence with a fishing rod resting against it and a fishing basket and net on the ground. This display should have a rustic appearance and its effect lies in its simplicity. The boards should be rough and a piece of imitation grass in the foreground will help. The window of fishing tackle should be confined to this line in order to make it most effective.

Army Training Encourages Shooting

The training in shooting given young men in the army during the war has had the result now of popularizing the rifle for sporting purposes. A suggestion from the merchant will do much to bring business from young men whose experience has fitted them to take best advantage of this form of sport. Then, too, the dealer can influence the younger element in the community. In certain sections of the country churches and schools are becoming centres for indulgence and training in clean, wholesome sports along with their respective spiritual and educational growth.







Wallpaper Outlook for Coming Year

Some of the New Ideas in 1921 Productions of Canadian Makers —Big Jump in Prices

DO YOU study the wallpapers you buy? In other words do you stock up with the papers that the wholesaler tells you will sell and let them speak for themselves to customers who probably know nothing at all about their value? Or do you know each roll as the artist does his picture and the playwright his characters? You should be aware of the fact, for instance, that one paper is high-priced because much of the work was done by hand and that a copper-roller was needed in the manufacture of another; also, that papers often reflect the customs and ideals of different countries at different times.

A representative of Bookseller and Stationer paid a very interesting visit recently to The Empire Wallpaper Company's retail store on Yonge street, Toronto. There every paper has a history; something different from the rest in the story of its manufacture, or in the individuality of design. For example, this firm is showing a Chinese Chippendale paper, a reproduction of the work of an English artist, the original of which was designed after the style of a beautiful old Colonial mansion owned by the Stanwood Mansfield family in Boston. The maker of this paper is Thomas Strahan, Chelsea, Mass., one of the few manufacturers in America who has the facilities for this grade of work. Artistic colorings and an interesting design make it a big seller.

There is a beautiful wallpaper of the Queen Anne period made by the same people, where the East Indian influence is seen in the unbroken tree of life and the bird of Paradise. This has a white ground and is done in twelve colors. A tea-room papered with it and the furnishings carried out along the same lines would be very effective.

Something that might easily be taken for an oak wainscoting is a one-color paper which is a photographic reproduction of actual wood. The grain of the original oak-panels is very clearly seen in the paper. It will not fade; it will wash and varnish. It comes in Belgian blue and the natural wood shade. The retail price is one dollar a roll.

What was known as the "Rheims" paper was one, the motif of which was taken from the stained glass windows in the nave of Rheims Cathedral. Strange to say, though this line was bought for ecclesiastical uses there is a good general sale for it..

Then there is another English paper of the Queen Anne period, with a highly-polished black ground. This groundwork is the result of three special processes and a polishing which is done by hand. The chemicals used are said to be so severe on the system of the workers that they rarely live beyond the age of forty years. The floral design is in mauve, rose and green of the most delicate shades, which are very effective against the black ground. This paper though rather expensive, $3.00 a roll, sells very well, because it is practical and suited for many purposes.

There is a beautiful cameo print in blue and grey blended with oils by a copper roller, an oriental tapestry of brown and gold, a paper of the "Adam" design, which resembles a rich damask—in fact so many and so varied are the wallpapers shown that one leaves the store only with reluctance.

Speaking of the wallpaper trade in general, it was learned that plain and semi-plain lines are still very good. Proof of this is seen in the excellent sale of grasscloths, especially one particular fabric, which, with tiny relieving touches of green, blue, brown and red, is suited to any room and almost any color of hanging.

That black is one of the special favorites which Dame Fashion has chosen to array her walls in, for the coming season, is evident from the large display of papers for every room with a ground of this color.

A word of wisdom which inadvertently slipped from the lips of our guide during the visit, was to the effect that customers and salesmen alike frequently make the mistake of supposing that papers with large patterns are only for large rooms. If the design is sufficiently varied and not too set or conventional, papers with large designs are very effective in small spaces.

There is probably no field where the bookseller and stationer can find greater profit at less risk than in wallpapers, if he is willing to devote even a small part of his time to the study of them. Many realize this, especially a good proportion of the old established stores, but there are still some who are neglecting the wallpaper field, which is so rich in its possibilities for profitable business, far excelling in this particular some of the lines which now occupy proportionately too much of the attention of the average retailer in the book and stationery business.

Ceilings are still plain but a much better grade of paper is now demanded. Customers that formerly would not pay more than 25 cents a roll now want $1 ceiling paper.

There is a great vogue for black grounds in wall paper. It comes in many of the better papers and with relieving colors of blue, rose, mulberry or gold it is very effective.

Wide papers sell best, and for that reason most of the manufacturers are favoring the 30 and 36-inch widths.

Many customers like birds in wallpapers. Pheasants, birds of paradise, parrots, humming birds, and attractive little love birds are very popular.

The day of hideous colors in cheap wallpapers is gone. Even 25 cent papers come in good tones. Well blended tapestries are sold at 35 cents a roll.

YOU GOLFERS!

We can sell you the very best

GOLF BALLS

We have them in the

MESH MARKING

in 27, 29 and 31 weights

EACH. . . . . DOZEN. . . . . .



Suggestion for a Newspaper Advertisement of Supplies for Golfers.

Bag Leathers Still High Priced

Drop in Hides and Shoe Leathers Does Not Affect Handbags or Purses—Fall Lines Are Plain—Preference for Envelopes in Grays and Browns—Velvets Will Lead in Fabrics.

CERTAIN types of hides and leathers have dropped in price, but Milady of Fashion must prepare to pay the same prices if not a trifle higher for her new Fall handbag, as she did for a smart leather model last spring.

"The fact is that the materials from which handbags are made — notably sheep, goat and seal skins—have not been affected, although other leathers and cowhides and noticeably shoeleathers have dropped considerably," stated a leather goods maker this month. "The materials which we use in our purses and handbags have as a matter of fact, advanced about 20 per cent., but we will not have to advance our prices for the present season at all events, as we have a splendid stock of leathers to meet present requirements on hand."

This season there will be a splendid demand for plain lines and elaborate models, as well, the latter always being sought by the exclusive trade. The French bead bags, which made their appearance late in the spring, will again be seen as this class of work is being extensively taken up in the vicinity of Paris, and such wonderful color creations as the makers are offering cannot be resisted by women who love beautiful novelties. These bags have sold and will sell again for prices ranging from $20 to $65, according to size, quality and design. The medallions and fringes on some of these bags, which are made in flat styles mounted and in vanity bag styles or drawn in on self cords, are highly decorative in color and design and show a tendency for conventional and Egyptian motifs. Dainty floral effects are also very good while bags made of fabrics are frequently partially covered with bead appliques.

Good Leather Models

Already, however, the demand is growing for plain, good-looking leather models, especially designed for the Fall tailleur or smart coat-dress. The fur shades which have made such a play for the lead on the color card for Fall and which are certainly gaining in favor almost hourly, have taken the bag realm all for their own. Practically no color, other than grey and brown—with the exception perhaps of a French blue, a bluish green and a light tan—has dared enter the running either for the flat envelope styles, which are to be extensively seen, or in the Kodak models, which are already well liked. All shades of grey will be seen from the deepest taupe to palest pearl tints, and in the brown leathers there is an equally splendid range from tete de negre to beige.

Bookseller and Stationer saw three new versions of the well-liked Vanity or Avenue bag, all carrying mirrors and neat change purses in well-built pockets. The Kodaks or Lucille models are also being featured with slight innovations such as a change in the style of clasp, a new length of handle and so on. These bags with their graceful oblong lines and straps which permit them to be worn over the arm are developed in greys, tans, browns and, of course, in black, which is in demand always.

But the novelty of the season in leather bags is seen in the envelope type. One big manufacturer in Toronto is featuring a charming style in which the flap fastener is concealed. A plain top strap is shown and when the purse is opened a hidden bill folder is revealed. This model is particularly smart and is designed essentially for the woman who demands something very chic. Some of these envelope models are developed in Morocco, others in pin seal, and others still in the very effective reed grain leathers. One model in reed grain featured a stitched facing, two smartly pointed corners of which showed to either side of the top flap when it closed down. This design gave a good sweep of lines to an otherwise plain envelope style and self stitching and a contrasting clasp assisted in giving a very smart effect.

Practical and universally smart was a very large envelope model closely resembling a flat music roll. This was a strongly built model, in fine black pin seal with splendid pockets—and plenty of them—a bill pocket, and inner purse for change. But withal that these features are new, there have been absolutely no radical innovations introduced by the makers this season, who declare that the demand for good plain lines keeps them busy turning out their orders without chancing too much that is faddy.

The flat envelope pocket-book styles are especially strong, while in fabric models, moires and chiffon velvets in a variety of pretty shapes are being distributed, and of these latter styles the velvet models promise to lead.

NEW HANDBAGS

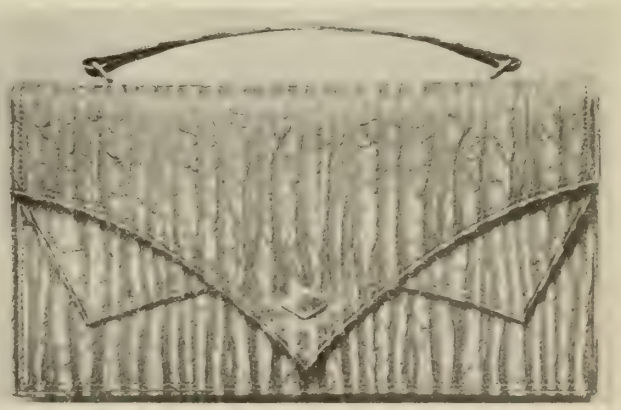
A shopping bag which is finding great favor for early fall selling is the velvet one. The Julian Sale Leather Goods Company are showing these bags in several shades of chiffon velvet. Some have handles of the same material, others are of chain. Silk tassels adorn them very effectively.

The same company is showing a new leather purse called the "Lucille" made on a smaller plan and more easily carried than the "kodak" bag.

Pin Seal Model



New Reed Grain Bag



The two models illustrated above reveal interesting new lines in two good envelope styles. The finger straps are characteristic of the best leather bags this season, and tailored effects, such as these lead. —Courtesy Canadian Leather Products, Toronto

The Stationer and the Chain Store

High Efficiency in the Work of the Sales Force in These Stores Greatly Accountable for Their Success — What Independent Retailers Should Do.

FOLLOWING up what has been presented in recent issues of this paper relative to chain stores, it is interesting to publish the following article from Dennison's Bulletin:

One of our good customers in a letter to us, cites some of the many problems confronting him during these times and in concluding the letter he says:

"The ordinary retail stationery store outside of the large cities does not satisfactorily distribute the merchandise and work the line as it should be worked. Is a chain of stationery stores the solution?"

Many of the problems which harass the individual retailer in the small city at this particular time are shared alike by the chain and the large city store and we do not believe that the independent small city retailer is losing any ground relatively to the others.

Nor do we see any reason why the independent retailer should not succeed as well as the chain store. In fact we think that the advantage is in his favor.

Opinions on the subject have been obtained from several business men and students of the question. We quote below several paragraphs of a letter to us from Melvin T. Copeland, Professor of Marketing, Harvard Business School:

"In trades where chain stores have been most successful, two primary reasons for success usually have stood out. The first of these is a high average sales per salesperson. The second is a high rate of stock-return.

"One chain of retail grocery stores, for example, averages over $30,000 a year sales per salesperson. The managers of these stores are reckoned as salespersons. This is two to three times the volume of sales per salesperson in the average independent unit store. There are some independent stores, however, which are obtaining practically the same figures, and there is no inherent reason so far as I can see why an independent retailer cannot secure as heavy sales per salesperson under ordinary circumstances as are obtained in chain stores.

"The chain store arranges its stock that the salesmen can wait upon customers with the fewest steps possible and so as to avoid congestion in the store. The articles which are in most demand are located on the shelves or counters near where the salesman usually stand. The goods are placed upon the shelves and counters, furthermore, in such systematic fashion that the salesmen do not have to spend much time in hunting for articles called for.

"In the Five and Ten Cent Stores an additional scheme is used whereby, so far as possible, customers select the merchandise themselves. Articles are plainly priced and a minimum of attention is required from the salespersons. In a store that carries widely advertised goods this display should facilitate the acceptance by customers of the best known brands. By making it easy for customers to buy what they want or are most ready to accept, a stimulus is given to a large volume of sales per salesperson.

"A high rate of stock-turn is equally important. This is obtained by careful buying in such quantities as the trade of the individual store requires. with the avoidance of slow movers for which there is only an occasional demand. In placing an order it is worth while ordinarily for a merchant to find out when he gave his last order for the article and in what quantity. A little time spent in keeping a record of this and in consulting previous invoices is worth while as a check upon the slow movers."

The independent retailer might also give some thought to the intensive education of his clerks. This is a feature of chain store selling and is one reason why the chain store is successful.

Possibly in order to increase the number of sales and thereby increase turnover he might put in operation some form of bonus selling. This is done in many chain stores and in department stores around the holiday season.

Professor Copeland says in concluding:

"By working out such plans as these the unit store can obtain many of the advantages which chain stores have. Furthermore the independent retailer has one great asset which no chain has and that is the influence of his personality, with his personal supervision over the operation of the store and his personal contact with his customers."

The independent retailer can inject the element of individuality into his store arrangement—making it different from those of his competitors. He can follow this up by using distinctive stationery, wrapping paper, twine and labels. He can give special attention to his windows, putting in distinctive displays and changing them regularly each week. His windows will then soon acquire a prestige and will become his best advertising medium.

The house organ is a splendid medium for taking the personality of his store to the home and office. It does not have to be elaborate. A simple four page affair with distinctive title and well thought-out contents will do a lot of business.

Another and very important way in which the retailer can make his store talked about is by giving **unusual service.**

As "The National," house organ of The National Blank Book Co. says—"The chain store may **undersell** you, but it can never **overserve** you."



Hints on Greeting Card Business

Sunday Anniversaries—The Power of Advertising—Follow the Example of the Department Stores in Shop Arrangements—Elimination of Waste — Serviceable Equipment a Profitable Investment

"BETTER late than never," is a poor substitute for being on time. In the natural order of things one-seventh of all birthdays and anniversaries fall on Sundays, and where there is no mail or messenger delivery on Sunday, the pleasure of receiving a greeting token on the Saturday would undoubtedly be greater than if it is not delivered till the Monday. Which suggests that the wide-awake dealer building up his business on the idea of service should remind his customers of the necessity for posting greeting cards for such occasions on the Friday or correspondingly earlier, according to distance.

* * *

Most merchants do not realize how it is possible to increase their turnover in any particular line until some exceptional circumstances arise which necessitates their taking exceptional measures with this end in view.

A small dry goods dealer in a moderate sized town placed an order for silk with a wholesale house a few years ago, that through an error on his part was exactly ten times as large as the order he intended to give. He was naturally panic stricken, because it represented a stock ten times as large as he had ever sold in any one season. An urgent appeal brought the salesman who had taken the order, but, in spite of the fact that this salesman pleaded with his house to let the merchant ship back the excess, the request was refused. Face to face with the dilemma, this merchant, at the suggestion of the salesman, through newspaper and circular advertising heralded a special gigantic silk sale to the people in his vicinity. Within three weeks he had cleaned up more than ten times the quantity of silk he had ever before sold in a whole season, and was compelled to replenish his stock.

This incident is not related with the idea of advising every bookseller to multiply his order for Christmas and greeting cards by ten, but it is a practical certainty that unless you put on real sales and advertising pressure last year, you can safely double your order this year, because with aggressive selling and advertising methods you can easily do double the business.

* * *

Don't forget the necessity of advertising and keeping the people awake to the fact that you have the best stock of greeting cards in your town.

A preacher, raising his eyes from his desk in the midst of his sermon, was paralyzed with amazement to see his rude offspring in the gallery pelting the hearers in the pews below with horse chestnuts. But while the good man was preparing a frown of reproof, the young hopeful cried out:

"You tend to your preaching daddy; I'll keep 'em awake."

* * *

A live dealer in one town has looked up the birthdays of celebrated men for every other day or so in the week, using some local celebrities when possible. These names he posts in a conspicious place three or four days ahead, and underneath says: "Has some friend or relative of yours a birthday coming to-morrow or next day? Send a birthday card."

* * *

It is usually safe to follow department store methods of merchandising. Ever notice how conveniently they place all the little things that people drop into a store for. As a matter of good business the ground floor is usually devoted to displaying the "pick up" little purchases that everyone wants. Most of our readers have just one floor, but this principle is a good one and should be followed out in arranging stock.

You will find, if you are not already doing it, that you can double your Greeting Card business by having your cards prominently displayed in the front of your store, where people cannot help but see them.

One customer after another will say, "Oh! that reminds me I want some greeting cards," and any display that inspires this thought is highly profitable.

If you are not already doing this, give this ideal a trial.

* * *

The slogan of the Greeting Card Association across the border, "Scatter Sunshine with Greeting Cards," is not copyrighted, nor is there any restrictions on its use.

* * *

The present day greeting card is the love and greetings messenger of the twentieth century. It is a little thing to send, but a big thing to be the recipient of, because somebody REMEMBERED.

The greeting card idea is going over big, because it fits the times and the temperament of the times. It will go over big with you if you do constructive sales work in selling the greeting card idea.

* * *

Everything you sell in your store is in competition with something that could be used instead. In the matter of greeting cards, your "outside" competitor is such things as flowers, telephoning, sending a trifle, writing a letter. A word said at the right time will help to register the idea of sending greeting cards on all occasions. It is a little thing but it is the sort of concerted propaganda that keeps an idea moving.

* * *

Eliminate waste through spoilage or stolen goods. There is really no reason why you should allow customers to handle and sometimes purloin your greeting cards by having them lying loose on your counter. Further, it cheapens them and makes it difficult for your customers to make a selection, if your cards are a jumbled mess, as they are bound to be if handled continually. Why not display them under a glass case? Progressive dealers are doing this and find they sell more cards and realize a profit on every one they buy.

* * *

You may not be able to invest money in everything that is offered you as being good for your business, but if you are reasonably sure that a new display counter will help you to do more business then you owe it to yourself to make the investment. If the equipment offered you will pay for itself in a reasonable time by reducing your costs, or increasing your business, and pay a profit after that, it is a wise investment. It costs more to do without things that are essential to your business, than it does to buy them.

* * *

Men are usually more easily satisfied than women in making greeting card selections, but they need assistance and will respond gratefully to your suggestions.

A RARE, GOOD LINE

The private Christmas card trade suffered during the dark days of the war, says an English trade periodical. The publishers, owing to shortage of labor, were not in a position to stimulate the demand, and many people who had been used to favour this exclusive style of greeting, regarded it for the time being as an item upon which they might retrench.

The situation, however, is now different, and the inherent attractions of the private Christmas card are reasserting their powerful sway. From an artistic point of view, the card may appeal strongly as the ordinary variety, and it has in addition the personal touch which means so much among friends.

The fact that the private card is coming into its kingdom again, is of special interest to the retailer, for, without doubt, it constitutes one of the most remunerative lines that he can handle.

The Retail Clerk Controls Production

The Art of Knowing How to Sell—The Retail Clerk is Either a Blessing or a Curse to the Public

SOMETIMES a customer goes into a bookstore with a definite idea that he wants a certain book. In that case he usually steps up to the counter and the quick-witted clerk serves him without much questioning. But wherever books are displayed in shop windows there are certain people attracted for no other reason than that they are books. The professor, the naturalist, the small book-worm, and the love-story seeker, seek the book store as the needle does the magnet. That class of customer should be left severely alone by any clerk who understands the first principles of the art of salesmanship. Nine out of ten of these people buy, if allowed to choose for themselves. Yet many of them are driven away by the unwelcome intrusion of clerks who insist on bothering them with various hints and recommendations. Let customers browse. It is one of the penalties of running a bookstore. It is also one of its best salesmen.

There was a time when a man who seemed unfitted for some special avocation because of lack of training or definite qualifications found a place behind a counter and there made himself a blessing or a curse to the world with which he came in contact. That day has passed. Commerce is now a subject of study as important as the professions or the arts, and salesmanship is recognized as one of the most complex branches in the commercial specialist courses at our universities.

The Shop Clerk Controls Production

What proportion of shop clerks realize their importance in the scheme of production? In order to produce a certain article a large outlay of money may be used, raw material carried from a great distance, genius may be needed in its manufacture and enterprise in the stocking of it, yet it is the clerk in the shop who decides the sale of it. It is he who determines for the producer the value of his goods to the public.

The Art of Knowing How to Sell

Though it has been said that salesmen are born, not made, the art of knowing how to sell may be deliberately acquired. Since the duty of the retail salesman is to serve the public, his special study should be the public. He should learn to diagnose the taste of a customer by his appearance, the mood in which he is in by his expression, and his peculiarities by his manner and speech. Then he should study his stock; a salesman is asked all manner of questions regarding the origin, manufacture, uses and possibilities of his goods. A knowledge of the economic and industrial situation, especially in these days of high prices, is necessary if a customer is to be persuaded to invest in high-priced goods. Confidence is an important asset if not carried to the extent where the customer is made to feel embarrassed through his ignorance. It is sometimes well to remember that people like to think that they think for themselves.

More Co-operation Between Town and Country is Needed

Renfrew Mercury Believes that the Farmers' Co-operative Store with Its Proposed Fifty Million Dollar Turnover Jeopardizes the Livelihood of the Retail Merchants in the Smaller Towns.

(From The Renfrew Mercury)

THE important event of the week in South Renfrew was the visit of Mr. J. J. Morrison, the secretary of the United Farmers of Ontario. Mr. Morrison is a man of pleasant personality, a nice man to meet, and a thorough democrat. The "Mercury" has devoted a great deal of space to the U. F. O. picnics and particularly to Mr. Morrison, as we believe a great many of our readers are deeply interested in what he had to say.

Much that Mr. Morrison said was admirable, and the "Mercury" is in substantial agreement with a great many of his proposals and arguments looking towards a more democratic method of parliamentary representation. At the same time we feel that throughout the greater portion of his addresses Mr. Morrison made the mistake of assuming that every man's hand was against the farmer, and that therefore the farmer's hand should be against every man.

This is certainly not the case. As a matter of fact the working people of the towns and cities are feeling the pinch of conditions fully as much, if not more than the farmers to-day, and, while they may not feel like subscribing fully to the Farmers' platform, they are willing to go a good part of the way with any organization that will curtail the privileges of the big interests and make living conditions easier for them. But Mr. Morrison decries a People's Party, yet Hon. Mr. Drury, Hon. Mr. Smith, and other members of the Cabinet have openly advocated it.

We feel that in some instances if Mr. Morrison's arguments were followed out to their logical conclusion it would not be for the best interests of the country at large. Mr. Morrison deplores the depopulation of rural Ontario, and yet he must realize that hundreds of young men and women are drawn to Toronto every year by the large mail-order houses with their immense factories and warehouses employing thousands. Rather than discouraging this, is not the Farmers' Co-operative store, with its proposed fifty million dollar turnover, encouraging it at the expense of the smaller towns and villages? Is not the business of the province becoming centralized in Toronto? We are not pressing this point simply for the sake of argument, but because we feel that what is wanted is greater co-operation between the town and the country, and not a desire on the part of one to succeed at the expense of the other. In urging the farmers to send their money away to Toronto, Mr. Morrison is seriously interfering with the business and jeopardizing the livelihood of the retail merchants in the small towns that are a necessity and convenience to the farming community. If this movement to build up the city of Toronto is encouraged, eventually, although perhaps not immediately, towns like Renfrew will dwindle to mere villages or cross-roads, a condition which we feel no farmer is anxious to see brought about.

It is not desirable at this time to enter into a lengthy discussion of Mr. Morrison's addresses. At the same time we could not help feeling that they were very largely a class appeal, and not as broad as we had hoped they would be. We all realize that agriculture is the basic industry of the country and every man is glad to see it prosper, yet is any lasting good going to come to the country by setting up rural against urban communities, and sowing seeds of distrust of one another among the people? It is a mistake to take too seriously the jokes and jibes of the writers in the city press about the hayseeds and other things. They are often said in jest and

Continued on page 57



Books

HISTORY OF R. N. W. M. P.

A Western author and Bookseller and Stationer happened to be visitors at the Musson Book Co.'s offices at the same time one day last month and a guess was made before introduction that the man from the West was a soldier, but he turned out to be a man of the cloth; none other than Rev. R. G. McBeth of Vancouver, where he has the care of one of the most important Presbyterian congregations. The military guess was not so far wrong however, because Mr. McBeth, in relating some of his experiences in the West, told of his participation with the Dominion forces in the second Riel rebellion in 1885, this being only one of a number of strenuous adventures that have marked his life in his native West, Winnipeg being his birthplace.

Mr. McBeth is setting a good example to those people who have been in a quandary as to how to spend their summer holidays. He is occupying his time during his vacation by collecting material for a history of the Royal North-West Mounted Police, which he is writing. Just before coming to Toronto he had spent some time delving into the archives in the Dominion Archivist's department at Ottawa, getting additional data, supplementing that which he had already gathered, much of it drawn from first-hand relationship with this romantic Western force and from his close acquaintanceship during a long course of years with officials and men of the rank and file of the R.N.W.M.P.

Those fortunate enough to have read his other books, notably "The Romance of Western Canada," will look forward with eager anticipation to the coming of this new volume, knowing that it will be redolent of the romantic and almost boundless territory which has witnessed the activities of the Royal North-West Mounted Police.

This force has much in common with that other great organization with the West as its habitat, the Hudson's Bay Company, which in the spring of this year, celebrated at its numerous posts the 250th anniversary of its organization by that glorious company of adventurers, to whom, along with their successors, the whole Empire are indebted for the major portion of the territory included within the bounds of the Dominion of Canada.

DREAMS THAT CAME TRUE

Why Harold MacGrath sometimes dips his quill in rainbows instead of sober ink he explains by recalling his own rich background of experiences which, though actual, seem like the realization of the little boy's wishes in the fairy tale.

"I have had some of my boyhood dreams come true," says Mr. MacGrath. "I have ridden elephants through jungles. I have seen prowling tigers on the station platforms at night—from the safety of my car window! Once my wife wanted to bring home a baby elephant that was for sale at Prome in Burma. But I argued her out of it, with hay at twenty dollars the ton. I have found cobras on the cement floor of my shower bath in Mandalay. Not being a duly accredited amateur, I can't claim the standing high jump. I have been robbed by guides and monkeys and ringed-neck crows and hotel-keepers. I have been stranded in Egypt and Japan. But oh, I have seen things."

BEST SELLING BOOKS IN CANADA

Fiction	
Kindred of the Dust. Kyne	122
The Great Impersonation. Oppenheim	106
Mary Marie. Porter	98
The Portygee. Lincoln	96
Man of the Forest. Grey	70
Tarzan the Untamed. Burroughs	67
Non-Fiction	
Economic Consequences of Peace. Keynes	35
Now It Can Be Told. Gibbs	16
We Need the Business. Austrian	10
Boston Cook Book. Farmer	8
Skinner Makes it Fashionable. Dodge	7
Inclusive Verse. Kipling	7

KIPLING IN VERMONT

Rudyard Kipling's new "Letters of Travel," remind us that the prophet of England is linked to America, especially New England, by very close ties: It was in Vermont that Kipling met his wife and there on a little farm not far south of Brattleboro, where Massachusetts, Vermont, and New Hampshire meet, that he built his first home and did some of his best work lying on a rug in front of a blazing fire of pine.

BOOK PRICE SITUATION

Information that Should Be Passed on to the Public by Booksellers.

FURTHER discussion of present and prospective book prices is most fitting at this time just prior to the inception of the autumn bookselling season. Thomas Allen has given Bookseller and Stationer some valuable information based on what he ascertained when in conference with the big Boston publishing house of Houghton, Mifflin & Co. He said that book prices in the U.S. would be much higher but for the extraordinary efforts of publishers like Houghton, Mifflin & Co. to keep down manufacturing costs. The increases that are now going into effect were due to: (1) A further increase in the wage scale on July 1 as agreed upon some months ago, and (2) the continued increased in the cost of both cloth and paper, the demand for which is still greater than the supply.

The recent cutting in prices of other goods has undoubtedly been brought about largely through a surplus in certain commodities. The percentage of increase in the retail price of other goods has been far greater than in books, where no profiteering can be laid at the door of the publisher. In the case of books, it is not only reasonable but the necessity of sound business principles, that a normal increase in prices must be made to cover the unavoidable advances.

To the public it may seem strange that this increase is applied to old books as well as new. The facts, however, doubly justify this advance, because in reprinting these older titles small editions are called for, which always mean added expense, and the overhead charge which was obviously increased along with all other items applies equally to all titles.

Booksellers should carefully explain these points to their salespeople so that the public may know why the prices of books do not drop.

The present flourishing condition of the book business is laid on a firm foundation and is not due to unhealthy inflation. The coming months should prove increasingly prosperous, and the success in maintaining the demand for good books at good prices will be assured through a lively and active campaign on the part of the bookseller.

As intimated last month, there will be a bigger demand than ever for books for this year's Christmas trading because there is no luxury tax on books as is the case with many other lines that have always been popular as gifts.

English Book Trade Situation

Symposium of Comments on the Retailing of Books by Leading English Authors

IN THE columns of the English book trade weekly, the "Book Post," there has just been printed a symposium of opinions on the retailing of books by leading English authors. These comments will be equally interesting to the American book trade. The comment of an author may, of course, be a prejudiced point of view, but at the same time it may contain suggestions for the authors are constantly observing the conditions of the places where their books must be distributed. Some of the comments are as follows:

G. Bernard Shaw

Book selling in this country is in need, not of reform, but of creation.

It is hardly an exaggeration to say that there are no bookshops in England, so vast are the thickly-populated areas of which the statement is literally true.

I lived for many years in a London division containing a quarter of a million inhabitants, and not a singe bookshop, although there was a shop at which you could buy nautical instruments, presumably for navigating the Regent's Canal.

When Messrs. Smith and Son were temporarily dislodged from the railway stations they set up bookshops, which relieved the situation a little, and are still a boon to the provinces; but the shortage is still terrific; we have the most complete machinery for producing cheap books in batches of 50,000, but we have no adequate machinery for distributing them, and the production is paralyzed in consequence

In France and Germany the smallest country towns possess bookshops, in which the most elaborate and expensive historical, scientific, and artistic publications are in the window.

In much larger towns in these islands the inhabitants may live to be centenarians without knowing that such books exist, or conceiving the possibility of a shop devoted exclusively to the sale of books. Stationers sell Bibles and Prayerbooks and illustrated newspapers, and perhaps a few cheap novels, just as oilshops sell scrubbing brushes.

They will even order a book for a very persistent customer and perhaps get it for him in a fortnight or so. But that is not serious bookselling. The truth is, we are an illiterate nation, and likely to remain so whilst books are harder to come by than bicycles.

J. D. Beresford

My experience as a member of the book-buying public, as an author, and as literary adviser for a firm of publishers, all goes to convince me that the average bookshop as conducted in England is essentially inexpert.

There are some splendid exceptions, but the average bookseller knows far less about books than the average publisher's traveller.

Nevertheless, I think that the chief buyers of such big firms as Messrs. W. H. Smith and Son, or Boots, know their business uncommonly well. Their taste (as shown by their buying, and not by their own reading, if they ever read for pleasure?) is, perhaps, the most valuable indication of an author's probable sales.

Mrs. Flora Annie Steel

Anything which would tend to improve the present appalling taste in so-called literature would be welcome, and the presence of education and enthusiasm in bookshops would undoubtedly help this desirable consummation.

There is no place where a flapper is more out of place, yet half the bookshops I know are served by girls who, apparently, read nothing but novels.

John Galsworthy

The present economic conditions seem to threaten us with a standstill in the matter of book production, or alternately with a price which will put it out of the power of the public to buy books in anything like the old quantities.

At present, authors, publishers and booksellers seem to form three camps, not too friendly to each other. Unless some closer co-operation can be devised, each of these camps must suffer, and the life of "Letters" be grievously handicapped.

This, I should say, is to-day the most crucial point in the matter of book selling reform.

John Cournos

There are few trades in which such a high grade of intelligence is required as in the book trade.

I know two or three shops in London where the personal interest of intelligent assistants has resulted in considerable sales of new books of merit, the existence of which is wholly ignored, even in some of the more important shops.

Joseph Conrad

Heaven is my witness that I don't know anything about book selling, and very little indeed about book buying.

The only thing I can say for myself is that I have never been addicted to book borrowing. We know what that means. I have noticed that booksellers' shops display a mass of unutterable rubbish in their windows and on their counters

I should like to see a reform in that respect, even at some personal risk, but that I am afraid is impossible. I am afraid that intelligent enthusiasm and real knowledge of their business will always be as rare among booksellers as in other walks of life.

From my slight knowledge of the class I have acquired the impression that nothing but a shot-gun will reform the modern bookseller.

Miss M. P. Willcocks

I should say that book selling is the worst managed trade in existence.

In order to get a copy of a book of advanced thought one has to fight strenuously.

I am speaking, of course, of the ordinary bookseller and not of the "Reformers' Bookshops," which are excellent—and are, I believe, doing a good trade.

Stephen Graham

I have always thought that the author owed much to the bookseler, even to the obscure provincial bookseller.

The booksellers know more about the values of current literature than do the critics—because they are more in touch with readers, and because they often have more time to read the books themselves.

On the other hand, the bookseller does need some protection from unsaleable books, which tend in time to make his shelves stagnate.

Miss May Sinclair

Certainly I think that a reform is needed. The book-selling trade is so important, so closely allied to the reviewer's craft in its power to support or suppress literature, that it should not be left to people who know and care nothing about the quality of the wares they handle.

The question is no doubt complicated by "what the public wants." But the public, before a bookseller's counter, doesn't always know what it wants, and there is the chance for the salesman to tell it, as the honest reviewer would tell it, what it ought to want.

Caradoc Evans

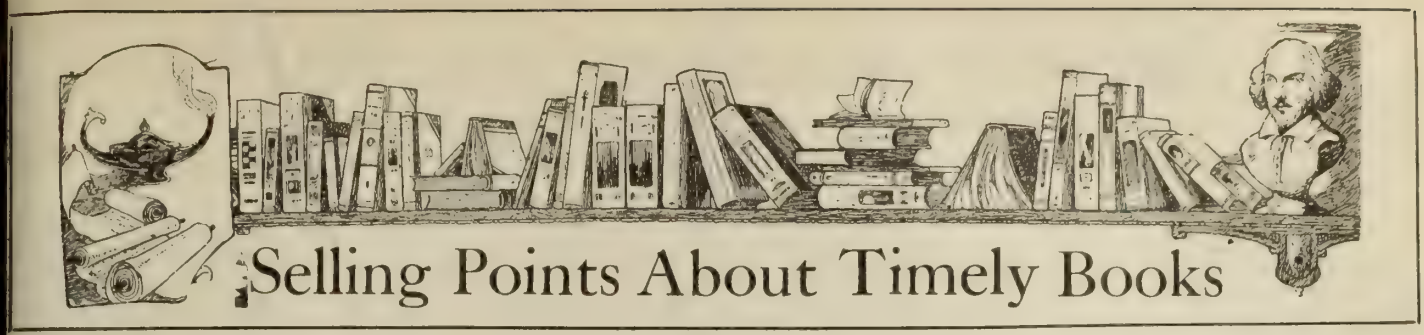
Some folks claim that the correct bookseller is a universal teacher. That is very wrong. The bookseller supplies a demand; it is for author and publisher to change the nature of that demand.

W. J. Locke

I should like to see the abolition of the "Jacket." The novel display nowadays at a bookshop is a jazz band translated into color. Sense is confounded and choice impossible. This art of display is the great thing that the bookseller ought to study.

Periodical Notes

The "Argosy" and the "All-Story Weekly," New York, have been combined and will be issued under the name of "Argosy-All-Story Weekly." No increase in price will be made.



Selling Points About Timely Books

A ROMANCE OF 1837

A book of all-round interest is "The Forging of the Pike," by Anson North. It is a charming romance of the days of 1837 with its setting—the little town of Toronto and the pioneer settlements of the neighboring counties.

The romance of Allan and Barry is interwoven with events of the rebellion and the figures of Mackenzie, Lount and other leaders stand out vividly. Just as real are the characters of the book—the schoolmaster, burning with an enthusiast's zeal for the cause of the pioneers, and Uncle Joe with his hot-headed, kind-hearted fanaticism on the side of the Loyalists.

The glimpses of great forests, rushing rivers and deep green solitudes contrast with the social gaieties of the growing capital city.

SOME NEW JUVENILES

A story of high school life which combines information as to the invention of printing and the various processes in the publication of a paper is "Paul and the Printing Press," by Sara Ware Bassett. A hunting trip in the Rocky Mountains is described by Wancott Miller in "The Ring-Necked Grizzly." "The Lost Dirigible," by R. H. Barbour, gives a naval ensign's adventures in an airship over Mexico.

WILD AND WOOLLY?

If we believe in B. M. Bower, author of "The Quirt," we must still think of the West as a land of much excitement and gun-play. Whether we believe or not—we find this a most thrilling tale.

CHAMBERS IN CHINA

Robert W. Chambers has taken a new setting for his latest adventure story and in "The Slayer of Souls" writes a breathless story of the black magic of ancient China and the mysterious workings of a vast secret society whose tentacles spread westward to the United States. The heroine, Tressa Nome, is for years a captive temple girl in China.

INSIDE STORY OF THE TURF

An inside view of racing, from the standpoint of the racehorse himself is given by L. B. Yates in "The Autobiography of a Racehorse," which will prove a very interesting volume to lovers of sport and of animals.

Some idea of the career of this gallant old racer may be gathered from some of his opening remarks: "I shall soon celebrate my twenty-seventh birthday. . . . . During my career on the turf I won more than a hundred races. I was campaigned from Maine to California and from Montreal to Texas. I have run races at all distances and for all amounts from ten dollars to ten thousand."

MOTORS, RACES AND MEN

The automobile is making its way more and more into our life and naturally into our reading. In "The Roaring Road," Byron Morgan weaves some charming and exacting stories of motor experience with his leading characters—the cub, a daring, curly-haired slip of a girl; "Bruin" Ward, who made his Darco the best and fastest machine on the road, and Toodles, the irrepressible.

JACK LONDON

The eternal fascination of the sea and of sailing men is in such works as "The Sea Wolf," "The Mutiny of the Elsinore," "Tales of the Fish Patrol"; the mingled beauty and horror of tropic island in "Adventure," "Jerry," "Michael," "South Sea Tales;" the dramatic intensity of primitive forces pitted against human ingenuity and strength in "The Scarlet Plague," "The Star Rover," "The Red One," "Before Adam;" the finest study of one side of the animal soul yet written in "The Call of the Wild;" the irresistible urge of lust for gold and adventure in "Burning Daylight" and other Klondyke tales, and generous indignation against social injustice in such studies as "When God Laughs" and parts of "Martin Eden" and "The Valley of the Moon." Particularly advantageous is London's method in the short story, where compactness and dramatic intensity produce a tremendous effect. As a newspaper reviewer once said: "London can tell a tale—be it long or short. He has the merit of speedy, definite, telling, arriving narrative."

It is the work of this Master Adventurer that his publishers have gathered into a collected edition, fittingly named from that "Valley of the Moon" where Jack London made his last home—The SONAMA EDITION.

NEWFOUNDLAND

"The Story of Newfoundland," by Lord Birkenhead, a volume in Horace Marshall & Son's set known as "The Story of the Empire Series," is a most interesting book of nearly 200 pages setting forth the romantic history and development of Britain's most ancient colony. This is a second edition of Lord Birkenhead's work. The first edition issued a score of years ago has long been out of print and the author has responded to an insistent demand especially from Newfoundland for a new edition brought up to date.

THE REVELS OF ORSERA

That the genius of Sir Ronald Ross is not limited to the worlds of poetry and science is proven by his new book "The Revels of Orsera," published by Sir Ronald Ross, London. This mediaeval romance is the story of Man and his "spirit of eternal self," which actuates his life. It is a vivid pen-picture of the struggle of the human soul through love and hate, superstition and fear.

MRS. BURT'S NEW BOOK

A new novel by Mrs. Katharine Newlin Burt, is to come this month. It is called "Hidden Creek," and it is predicted that it will prove an even greater success than "The Branding Iron," the author's first novel. The story starts in the East but soon moves West. It is the West of stirring romance and high adventure. The author knows her chosen field and has lived during much of her life on a lonely ranch.

A MAN'S PASSION FOR A TOWN

Tamarisk Town, by Sheila R. Smith, is the story of the struggle of the two conflicting forces—a man's love for a woman and his love for the town which he has built.

In the fifties of the nineteenth century a town springs into being on the cliff-bound shores of Sussex among the tamarisk trees.

It is the work of one man's strength and vision; but later a great passion comes into the man's life—the one woman in the world who is jealous of the town and grows to hate it.

EDGAR WALLACE

Edgar Wallace, the well-known constructor of mystery novels, as well as a contributor of short stories to American periodicals, is making his first visit to America since he became known as an author. His activities have included service in Africa as a private soldier, globe trotting as a special correspondent, and the editorial direction of a journal of English society.

Monthly Record of New Books

Published by Firms Established in Canada

COPP CLARK CO., LTD.

Fiction

Heartbreak House, George B. Shaw, cloth, $2.50; Noyes Poems, Vol. 3, Alfred Noyes, cloth, $2.50; The Rapids, Alan Sullivan, cloth, $2.00.

Non-Fiction

The Canadians in France, Captain Harwood Steele, M. C., cloth, $5.00; You, Irvin R. Allen, cloth, $3.50.

Juvenile

Oh! Virginia, Helen S. Griffith, cloth, $1.00.

MESSRS. J. M. DENT & SONS, LTD.

Fiction

Wunpost, Dave Coolidge, cloth, $2.50 The Pointing Man, Marjorie Douie, cloth, $2.50; The Burning Glass, Marjorie Bowen, cloth, $2.50; Unseen Hands, Robt. C. Chippenfield, cloth, $2.50; John Silence, Algerna Blackwood, cloth, $3.00; The Book of Susan, Lee Wilson Dodd, cloth, $2.50; Our Peter, George Woden, cloth, $3.00; The Man With the Lamp, Jainet Laing, $2.50; Vanishing Men, Richard W. Child, $2.50; The Taming of Nan, Ethel Holdsworth, $2.50; Woman Triumphant, Ibanez, $2.50; Barry Leroy, H. C. Bailey, $2.25; Lad, a Dog, P. Terhune, $2.50; Street of Adventure, Phillip Gibbs, $2.25; Marqueray's Duel, Anthony Gibbs, $2.25; Her Elephant Man, Pearl D. Bell, $1.75; Silver and Gold, Dane Coolidge, $2.25; Mountain, Clement Wood, $3.00; The Sword of the Spirit, Zephine Humphrey, $3.00; The Young Physician, F. Brett Young, $3.00.

Non-Fiction

Food, Fruit and Flowers, by Walter P. Wright, $2.00; Bold Robin and His Forest Rangers, Caroline Brown, $1.00; Old World Travel Along the Rivers of France and Italy, Gordon Home, $3.00; Flower Grouping in English, Scotch and Irish Gardens, Margaret Waterfield, $7.50; British Coal Industry, Gilbert Stone, $1.25; Free Trade, J. M. Robertson, $1.25; The Nursery School, Margaret McMillan, $2.50; Shakespeare for Community Players, Roy Mitchell, $2.00; Jacopone da Todi, Evelyn Underhill, $5.00; Wiliam Blake the Man, Chas. Gardner, $4.00; When Canada Was New France, Dr. G. H. Locke, $1.25; Self Health, Eustace Miles, $1.60; From the Hill Tops, David Campbell, $1.50; Birds in Town and Village, W. H. Hudson, $4.00; Adventures Among Birds, $4.50; Villa Elsa, Henry Stuart, $2.50; Psychical Science, W. J. Crawford, $3.00; Realms of the Living Dead, Curtiss, $3.00; Yours for Sleep, W. S. Walsh, M.D., $4.50; Mystery of Space, Robt. Burns, $4.50.

Juveniles.

The Chinese Wonder Book, N. H. Pitman, $2.50; Fairy Man, L. C. Cornford, $2.00; Cart of Many Colors, N. Meiklejohn, $2.50; Birds of the World, C. Knight, $2.50; Book of the Zoo, W. S. Berridge, $1.50; Where the Wind Blows, Katherine Pyle, $2.25; Puppies and Kittens, Carnie Cadby, $1.75; All Aboard For Wonderland, Gertrude Kay, $1.50; The Fairy Who Believed in Human Beings, Gertrude Kay, $1.50; Famous Pictures of Real Animals, L. Bryant, $1.50.

S. B. GUNDY

Fiction

Harriet and the Piper, Kathleen Norris, cloth, $1.90; Breathless Moments, Muriel Hine, cloth, $1.90; Paradise Bend, W. P. White, cloth, $1.50.

Non-Fiction

New Edition of Nature Library, $6.00 each—American Animals, American Food and Game Fishes, The Frog Book, The Moth Book, The Tree Book, above with color plates and photographs from life; My Unknown Chum, "Aquecheek", cloth, $2.00; Of the Imitation of Christ, the Edith Cavell Edition, cloth, 75c., leather, $1.00; Tutors Unto Christ, A. E. Garvie, cloth, $1.50; The Ways of Life, Stephen Ward, cloth, $2.25.

McCLELLAND & STEWART

Fiction

Belonging, by Olive Wadsley, $1.75; Luca Sarto, by Chas. S. Brooks, $2.00; Goggin, by Ernest Oldmeadow, $2.00; Affinities, by Mary Roberts Rinehart, $2.00; The Roaring Road, by Byron Morgan, $2.00; The Autobiography of a Race Horse, by L. B. Yates, $2.00; The Slayer of Souls, by Robert W. Chambers, $2.00; Responsibility, by James E. Agate, $2.00; Mrs. Craddock, by W. Somerset Maugham, $2.00; Pink Gods and Blue Demons, by Cynthia Stockley, $2.00; The Other Woman, by Norah Davis, $2.00; The Unlatched Door, by Lee Thayer, $2.00; The Quirt, by B. M. Bower, $2.00; The Forging of the Pikes, by Anison North, $2.00; Tamarisk Town, by Sheila Kaye-Smith, $2.50.

Non-Fiction

Germany's High Seas Fleet in the World War, by Admiral Scheer, $7.50; Mountain Memories, by Sir Martin Conway, $7.50; With the Die-Hards in Siberia, $3.50; The High Road to Health, by James E. Kelly, $2.00; Modern Auction, by Grace Montgomery, $1.50.

Juvenile

Paul and the Printing Press, by Sara Ware Bassett, $2.00; The Ring-Necked Grizzly, by Warren H. Miller, $2.00; Dick Arnold of Ranton College, by Earl Reid Silvers; The Lost Dirigible, by R. H. Barbour, $2.00.

THE MUSSON BOOK CO., LIMITED

Fiction

Every Man For Himself, Hopkins Moorhouse, cloth, $1.75; Bob Edwards' Summer Annual, R. C. Edwards, paper, 60c.; What's the World Coming To? by Rupert Hughes, cloth, $2.00; Pierre and Joseph, Rene Bazin, cloth, $2.00; The Blood-red Dawn, Chas. Caldwell Dobie, cloth, $2.00; Efficiency Edgar, Clarence B. Kelland, cloth, $1.50.

Non-Fiction

The Psychology of Bolshevism, John Spargo, cloth, $2.00; Russia As An American Problem, John Spargo, cloth, $2.00; The Inside Story of the Peace Conference, Dr. Edward J. Dillon, cloth, $3.50; Japan Real and Imaginary, Sydney Greenbie, cloth, $4.00; Handbook of Business English, Edward J. Kilduff, M. A., cloth, $1.50; Our Unseen Guest, Anonymous, cloth, $2.50; The Best of Mark Twain, Albert Bigelow Paine, cloth, $1.75; Primitive Society, Robert H. Lowie, cloth, $3.50; Modern Book of French Verse, Edited by Albert Boni, cloth, $2.75.

THOS. NELSON & SONS, LTD.

Fiction

Greenmantle, John Buchan, cloth, 50c.; A Tale of Two Cities, C. Dickens, limpcloth, 35c.; Rest Harrow, Maurice Hewlett, cloth, 50c.; Fond Adventures, Maurice Hewlett, cloth, 50c.

Non-Fiction

The South African Forces in France, John Buchan, cloth, $5.00.

Juvenile

New Age History Readers—Book I., cloth, 60c.; book II., cloth, 65c.; book III., cloth, 70c.; book IV., 80c.

THE MACMILLAN CO.

Fiction

Mrs. Warren's Daughter, Sir H. Johnson, $2.25; The Stranger, A. Bullard, $2.25; Pathway of Adventure, R. Tyrell, $2.00; Marion Fear's Summer, M. Ashmun, $2.00.

Non-Fiction

Parables of the Kingdom, Barclay H. Swite, $2.50; Beginnings of Christianity, Jackson-Foakes, $6.00; The Divinity of Man, Wells, $2.50; Letters of Travel, R. Kipling, $2.50; Letters of Travel (Pocket Classic), R. Kipling, $2.00; Letters of Travel (uniform), R. Kipling, $2.50; More Literary Recreations, Sir E. Cook, $2.50; Community, R. A. Maciver, $5.00; England, F. Muirhead, $5.00; Artists' Sketch Book, Norwich, 75c; Goldoni and The Venice of the Time, J. S. Kennard, $6.75; American Business Law, A. B. Frey, $5.00; European History, H. E. Marshall, $1.50; Expansion of Anglo-Saxon Nations, H. C. Barnard, $2.50; Merchant Adventures, F. A. Hook, $3.50; Brief History of the Great War, C. J. H. Hayes, $4.00; Jewish View of Jesus, H. G. Enelow, $1.65.

Must Express National Life

School Text Books in Present Use Condemned by the National Council of Education.

THE following statement relative to the attitude toward School Text Books comes from the National Council on Education:

One of the first duties assigned the new Council was to provide for a survey of the Text Books in use in the Dominion, particularly those relating to the teaching of geography, history, and literature. It was agreed at the conference of 1919 that the question of text books had not received the attention such an important factor in education demanded, that the supply was all too limited and in many cases the standard and quality poor. It was further contended that the texts in general use were not sufficiently expressive of the national life, and that the relation of the contents to character training and ethical teaching had been to a great extent lost sight of. Surveys, as already intimated, were therefore, agreed upon and the necessary expenditure authorized to enable immediate action to be taken.

Accordingly the University of McGill is now engaged on a survey of text books used in the teaching of geography, while the University of Toronto has assumed responsibility for ancient history. Originally Toronto undertook to survey both Modern and Ancient History, but, as a result of suggestions made by Sir Robert Falconer, has now been relieved of Modern, responsibility for which has been assumed by the University of Manitoba. The survey in Literature has been left to Queen's. Considerable progress has, it is understood, been made in all except the survey on Modern History, work on which will not be commenced until the Fall of this year, the delay being caused by the decision to transfer this subject from Toronto to Manitoba. When all surveys are completed, the Council, assisted by a number of experts, will determine how the results obtained can best be utilized to meet the needs of national education, particularly in relation to training for citizenship. The findings and suggestions of the Council will then be prepared for submission to the next conference which is to be held at Toronto at a date to be decided later. In the meantime, steps are being taken to form a library of school texts which are in use throughout the English-speaking world. Publishing houses of Great Britain and the other Dominions have been requested to submit copies of texts published in connection with the teaching of citizenship in addition to the subjects already referred to. A wider field of educational activity will be sought, and from this field it is hoped to secure wider choice of publication and greater variety in method of presentation.

Only by comparison with others can our own standard either of education or our text-books be appraised. Where better can be found—and it can be found only when the need for better is candidly admitted—our educational systems should benefit accordingly. We are apt to be given to complacent satisfaction in those things which we regard as local. The purely "local" attitude towards education is to be deprecated. Education to be of real value must be born of vision, for nothing is less becoming to a so-called educated person than parochialism and narrowness of vision. It is this circumscribed attitude of mind which causes world unrest, for it breeds intolerance, which in turn inflames, both the individuals and nations, with what results we have recently seen—and still see. Our text-books, therefore, must not be parochial or provincial—they must be strong in atmosphere and illumination of the national life. We are young and in the enviable position of being able to guard against the mistakes of older nations. To be able to do this we must first of all be able to recognize what have been failures and what the successes in others. That implies a greater knowledge of world education; to secure this knowledge the mind must be trained to think widely, to be able to span space and live in thought beyond the confines of one's little community.

Taste for Literature

Under the present system of authorized text books in general vogue throughout the Dominion, a subject becomes narrowed down to a mere book of doubtful merit. Literature becomes "book so-and-so" of a certain series, and in this book the poor scholar is drilled until he can read it backwards. At the end of nine months or so, small wonder then that the very mention of the reading lesson is nauseating to him. Instead of inoculating in the child a love of reading and literature, everything tends to make him acquire a lasting distaste of what should become one of his greatest joys in life. Literature, the primary source of learning—which to most of us is an after-school product—is thereby effectively shut off, for the likes and dislikes of the classroom remain with us throughout life. Another disappointing feature of the present system is that a publisher having secured the necessary authorization of a text book for a certain province, all incentive to further production is eliminated, both by him and other publishers. Competition is thus discouraged, making any improvement in educational publications practically impossible, since unauthorized effort becomes economically unsound for the publisher.

It is with such questions as these that the Council is primarily concerned and will endeavor to find solutions. Some of the needs of national education have been recognized and agreed upon by the provincial delegates at the Winnipeg Conference. To what extent these needs can be met has yet to be seen. The task of the Council at the moment bristles with difficulties, but the war no doubt stirred the public to a recognition of its weaknesses and inspired a great number of its members with a desire for something better. That stirring and inspiration should now make comparatively easy an undertaking which before the war would have been considered both unimportant and entirely unnecessary, but which all thinking citizens now recognize as essential to our national unity and our newly-found national consciousness.

NEW AND FORTHCOMING

New books announced for early fall publication include "The Gray Angels," by Nalbro Bartley; "The Four Just Men," by Edgar Wallace; "Christine of the Young Heart," by Louise Breitenbach Clancy. Four juveniles to come soon are, "In Story Land," by Ruth Irma Low, "Jim Morse, Gold Hunter," by J. Allan Dunn, and George Soper's illustrated editions of "Alice in Wonderland" and Kingsley's "Heroes."

FRENCH

"Modern French Composition" for secondary schools and colleges, a book by Phillippe de LaRochelle, has just been published by Putnam's. This composition may be used in connection with "A Modern French Grammar," by the same author, or independently of the Grammar, as desired. The Composition covers the first year's work in French.

MORE CO-OPERATION BETWEEN TOWN AND COUNTRY NEEDED

Continued from page 52

carry no weight with the vast majority who know and appreciate the sterling worth of the tillers of the soil of this Dominion.

Mr. Morrison is an earnest, sincere speaker, a genuine good fellow, and as we said before, we are in substantial agreement with a great deal that he said, but we feel that what is wanted in this country is not a class movement of any kind, but a peaceful revolution of a united common people that will wrest from the privileged interests some of the unfair advantages which they enjoy, and give to us all a fair and square deal, and equal opportunities in this land that is full of promise and which we all love so well.

An Old Customer is a Real Friend

Here's a Practical Lesson on Holding Trade Which It Will Pay Every Retail Bookseller and Stationer to Read and Digest

THERE are some Canadian booksellers and stationers who are energetic tradesmen. They are quick to seize upon new ideas; they advertise, and rarely lose an opportunity offered by the placing of a new line of goods on the market or the arrival of new industries or strangers in the neighborhood. Then again there are many who do not measure up to that class in any one of these particulars. Do you realize the importance of keeping the trade of old customers? The new man whose patronage you solicit may have established connection with a rival store and be very reluctant about discontinuing it, while the trade of the man who has come to you regularly for a period of time is a certainty until turned away by some unpleasant incident imaginary or real.

Merchants find it very convenient to classify the usual drop-off of customers (in some cases only ten per cent. in a year and in others as high as forty per-cent.) among the casualties that are a certainty in their trade. They work so much the harder to obtain new customers and by so doing manage to keep business going as usual. If they would make it a point to go out of their way for old established customers as they do for prospective ones, the result would be a minimum drop-off and a steady increase of sales.

There is Always a Reason

Especially in the book and stationery business, the loss of a customer should not be taken as a matter of course. The grocer may be unfortunate enough to send out butter which is not as good as usual to his crank customer, and the butcher finds it very difficult to obtain a tender cut for every one, but the bookseller and stationer is dealing in staple goods and the loss of every old customer may usually be placed at the door of carelessness, indiscretion, or discourtesy.

How One Man Found Out What Was Wrong

Years ago a merchant who ran a small bookstore came to realize what the keeping of established trade meant in a convincing way. His note had fallen due at the bank with no funds to meet it. He asked for a renewal. This was refused, the reason given being that, judging from the way his business had been progressing for the period of time just passed there was very little chance of his being able to redeem it in three months. The bookseller woke up. He went back to his store and made a list of the probable reasons why he was not making good. The principal one, he was able to see, was his gradual loss of customers. He had the courage to write the following letter to a list of forty-eight people, all of whom had at one time dealt with him:

"There was a time when I was able to place your name among those of my regular customers. This is not the case now, and I feel that the loss is mine. An old customer is a real friend; one cannot afford to lose friends.

"Though I realize that many reasons may have been the cause of my losing your patronage I am not able to tell exactly what the trouble was in your case. I want to do everything possible to restore your goodwill, and I can see only one way of doing this.

"If you will be good enough to write or call on me here, I shall appreciate your telling me exactly why you have taken your trade away, whether it is because of lack of courtesy on the part of my assistants, unfair prices, or the stock I carry.

"With kind regards and the hope that you will assist me by calling or writing immediately,

"Sincerely yours,

"_____."

Nineteen people replied in some way to this surprising letter. To-day that tradesman has one of the most profitable bookstores on the market. He says that from the day he found himself on the verge of ruin he never lost a customer without making a terrible struggle to bring him back. Prominently in view of all his employees can be seen the following the golden rule for booksellers: "An old customer is a real friend."

A LIVELY TALE

Many Canadian writers like to tell a story of any country but Canada. They seem to forget that nothing better can be offered than a background of our own country. Not so Hopkins Moorhouse, author of "Every Man for Himself." It is a yarn punctuated with some rapid-fire detective work and a real romance—the whole thing put together with the skill of a Victor Hugo.



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Rubber Erasers

The dealer who does not supply our incomparable "399 Tri-Ply" Eraser is not rendering fullest service to his patrons.

No other Eraser is equal to it in performance.

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A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

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The Largest "Exclusively Sheet Music House" in the World *Chicago: 1501-15 East Fifty-Fifth St.*

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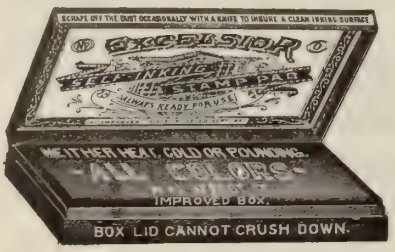
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Dealers: Keep Your Eye on This Department for New Lines



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NEW GOODS

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NEW OFFICE DEVICES

The "work classifier," manufactured by the Standard Office Equipment Co., Inc., 70-74 West Houston street, New York, is a standard stationery specialty in an up-to-date improved form.

It is a "time and temper" saver. On or in the desk of the busy executive it helps in assorting and classifying incoming mail into various subjects. With the "work classifier" the business man's desk is clean and stripped for action at all times. There are no piles of "stuff" to be waded through again and again. Each piece of matter, whether it is a bill, a memorandum, a letter, a report, a circular, an order, or what not, is filed in one of the labelled folds of the "classifier" to come up at the proper time for attention.

The pockets or folds of the "work classifier" are constructed so as to allow for quick and easy insertion and classification of papers. The covers are gold stamped and inside sheets are of high-grade, strong paper. A special card or label holder, used to indicate the contents of each pocket, is affixed to each fold.

Here are a few suggested classifications for labeling the contents of the folds:

Office Manual; Price Lists; Special Orders; Finances and Collection; Sales Data; Incoming Mail; Outgoing Mail; Printing; for Dictation; Data for Catalog; Advertising Schedules; Immediate Action; Bills to be O.K.'d; Factory Output; Late and Absence Records; Branches; Expenses and Suspense.

These classifications are written on card strips supplied gratis with the "classifier," and inserted in the label holders.

"Work classifiers" come in paper, black keratol, imitation Spanish leather, genuine Spanish leather and genuine black seal leather, with 6, 10, or 15 pockets. They can be made up specially with any number of pockets.

COMFO-LUX CUSHIONS

Office-workers will feel relieved to know that there is on the market a chair cushion which is comfortable and is designed to rest the bottom of the spine.

Every Season is Toy Season

Playthings for Children are essential at all seasons of the year and dealers should not neglect this profitable line.

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Write for catalogue.
Order Christmas goods early.

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"The Ink You Can Rely On"

New Graceful Bottle



New Attractive Label

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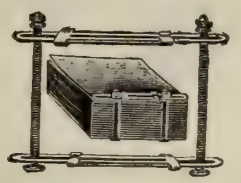
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---A Guide for Buying and an Aid to Selling---
Dealers: Keep Your Eye on This Department for New Lines

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Special Contract Rates to Booksel'ers. Quick Service, Dependable Work

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Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURING CO.
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High-Grade Paper-Hangings

The Reg. N. Boxer Co., Limited
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The cushion is covered with a good quality of upholstery material on both sides, or may be had with fabricated leather substitute on one side and cloth on the other side. Being filled with hair the cushion will retain its resiliency and will not become matted. It is one of the little things that put more joy into the life and enables the user to enjoy the last hours of the day's work as well as the first. What the rubber heel does for the pedestrian, the pneumatic tire for the motorist, the Comfo-Lux Cushion will do for the user.

NEW PAPER PENCIL

Every office worker appreciates a good pencil, and in view of the scarcity of the better quality of colored pencils, the Atlas Stationery Corporation, 52 Duane Street, New York, has placed on the market its new Fayette paper pencil. It is manufactured in ten different colors of lead, red, blue, black, green, yellow, brown, white, orange, pink and purple. The Fayette is packed one dozen in a box, one-half gross in a carton. The labels on the boxes and the glass polished finish on the pencils correspond with the color of the lead.

NEW CASH AND BOND BOXES

The Art Steel Company of 313 West 22nd Street, New York, is a newly formed organization which is engaged in the manufacture of cash and bond boxes. Messrs. A. Burger and S. H. Kahn, the founders of the business, have been for many years associated with firms making similar lines and are therefore well informed on the requirements of the trade. The product of the company will be exclusively cash and bond boxes made in all sizes and styles.

A NEW SPECIALTY

There has just been perfected the new miniature electric lamp bulb (c-6), admirably adapted for garden parties and Chrstmas tree illumination. It is far superior to anything of the kind ever produced. Its shape is that of an elongated pear or cone. The little bulbs, ruby, blue, green, orange and frosted white, are of particularly good glass, and the new sets, as arranged on a tree, are of surpassing attractiveness. A special new feature is that this new outfit is wired in multiple, not in series, so if one bulb proves defective only that bulb fails to shine, while all of the others continue to give the light expected.

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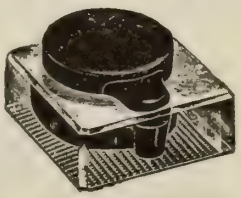
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Canadian Jobbers handle our lines.

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Fitted with our Patented, Self-regulating "Automatic" Feed. Indestructible Reservoir Sac. 100% Ink Capacity. Full size 14 kt. Gold Pens, tipped with hardest Iridium.

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Send for Illustrated Catalog and Net Price List.

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Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,--particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C.H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

HOGE'S NEW PENCIL

The Hoge Manufacturing Company, Inc., 47 John Street, New York City, have made a decided improvement in their modern silver finish propelling pencil. The center barrel chamber holds three leads, a reserve chamber at the top holds eight leads. This pencil is now so constructed that it can be filled from either the top or the point. When filled from the top the lead is forced through by turning the knob, which forces the lead through without any further trouble. The feature of the whole arrangement is the simple construction so as to eliminate additional mechanical construction.

LISTS RECEIVED

Tuckett Loose Leaf, Ltd., of Toronto, have issued a most creditable new illustrated catalogue and price list comprising twenty pages and cover. The extensive range of items covered in this book indicates the remarkable growth of this company since its establishment several years ago. Besides the original loose leaf binders, fillers, etc., which constitute this firm's original line many specialties have been added each year until to-day they constitute a most diversified line for the stationery store, and have the advantage of being goods that are in constant and ever-increasing demand. The growth of this house is a striking indication of the development of loose-leaf manufacturing in Canada.

Twelve hundred employees of the Wilson-Jones Loose Leaf Company, Chicago, attended a picnic at National Picnic Grove, Riverside, Ill.,, on July 17. One hundred and sixty prizes for athletic events were given and many novelties such as balloons, whistles and fans distributed among the ladies and children.

The fiftieth birthday anniversary of their president, R. B. Wilson, was the occasion of a celebration by the employees of the Wilson-Jones Loose Leaf Company, in Chicago, on July 20th. A complete set of mahogany furniture to match the woodwork in his new office was presented to Mr. Wilson. The event was noteworthy, not only for the tribute paid the president who has been connected with the Company for the past twenty years, but because the same day marked the opening of a new factory.

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SEMI-LIQUID PASTE
Pure White

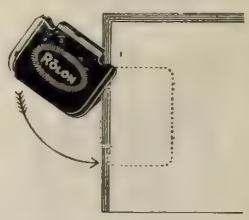
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A strictly Canadian product. All ingredients, bottles, labels, etc., made in Canada.

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Good Profit for dealers. Made in the following sizes: 5 oz. and 8 oz. bottles with adjustable brush and 32 oz. (quart,) 128 oz. (gallon) Jars. Send for Price List.

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RŌLON CLIP



Merely Start from the Back and
ROLL IT ON

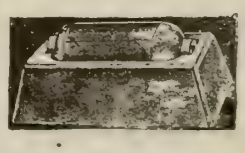
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Cannot pick up other papers.

Packed 12 to a box, 1 gross to a carton

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Manufacturers
Moisteners
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Punches
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Inkstands

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Keep these books in sight. They are steady sellers because 90 out of every 100 who pass your store are prospective customers.

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What a Man of 45 Ought to Know.

Four Books to Women:—

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$1.20 Each.

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There is no line of merchandise that approaches Periodicals when it comes to

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and it is that principle that spells success in retailing.

Speed up your Periodical Sales.

Make Good Displays
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HERE
WILL BE
RECEIVED BY
STATIONERS
FROM
COAST TO
COAST

Classified Advertising

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Write for our Wholesale Catalogue.
Mention this paper.

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Your advertisement here

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Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Toronto.
Dawson Ltd., W. V., Montreal, Toronto, Winnipeg.
Dominion Blank Book Co., Berthierville, Que.
National Blank Book Co., Holyoke, Mass.

BLANK CARDS (Programmes, Menus, etc.)
Artistic Stationery Co., 164 Berkeley St., Toronto.

BLOTTING PAPERS
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Menzies & Co., Ltd., Toronto.

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Pugh Specialty Co., 38 Clifford St., Toronto.

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Can. Manufacturing of Novelty, 13 Boucher St., Montreal, Que.

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The American Code Co., 83 Nassau St., New York.
International Cable Directory, 17 State St., New York, N.Y.

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GREETING CARDS, POST CARDS, ETC.
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The Carter's Ink Co., Montreal.
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Reliance Ink Co., Winnipeg, Man.
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"BEE" BRAND
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Factory:
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TICKET and CONDUCTOR PUNCHES
the best made
The Fred J. Meyer Mfg. Co.
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25 VARIETIES.
Send for price list
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Waste Paper Balers
The "CLIMAX"
Steel Fireproof Baler
turns your waste into profit.
Made in 12 sizes.
Send for Catalogue.
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A useful reference continually used by all members of the trade.

20c A LINE 20c

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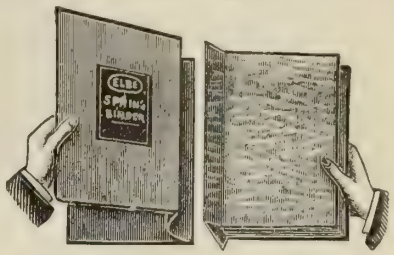
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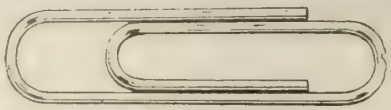


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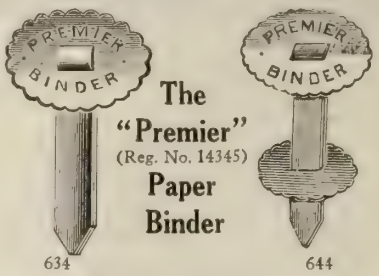
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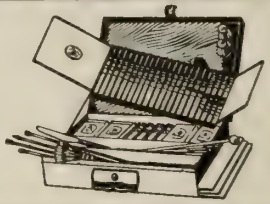
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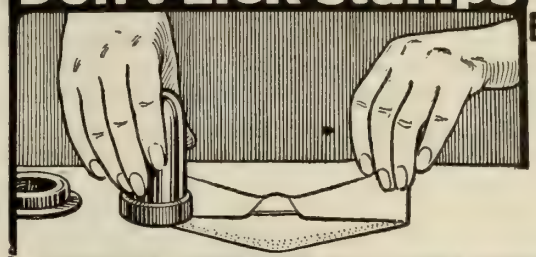
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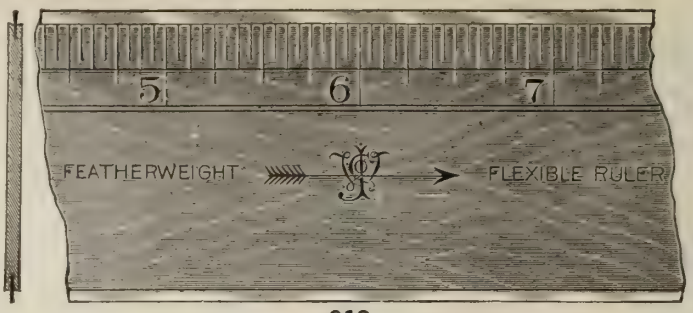
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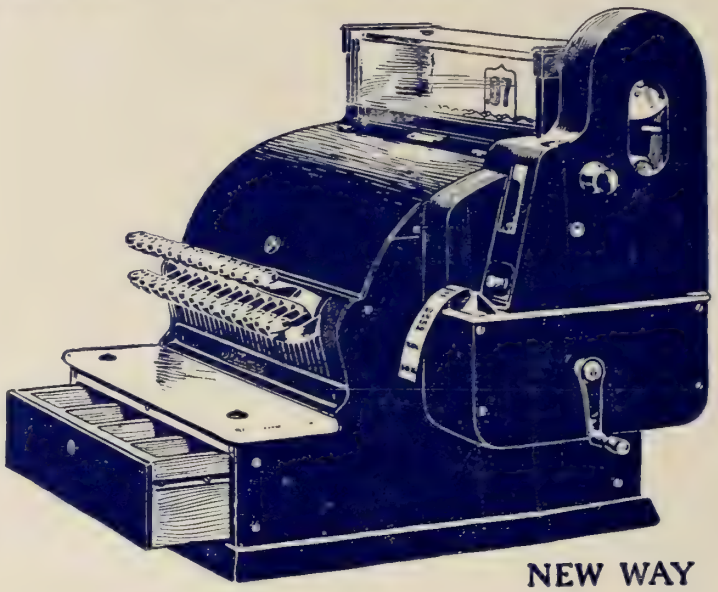
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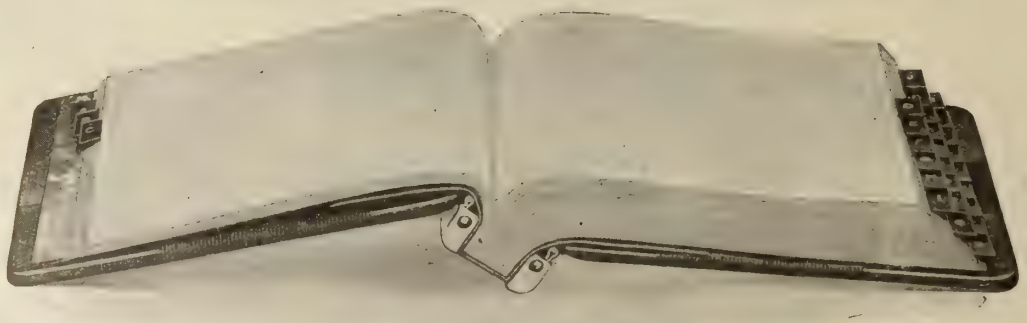
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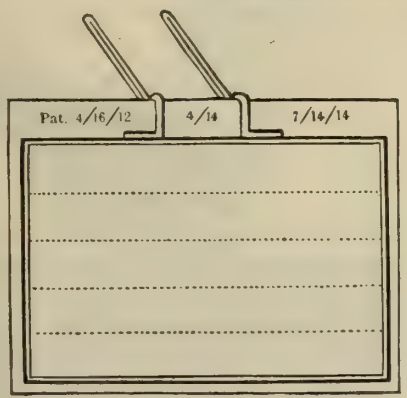
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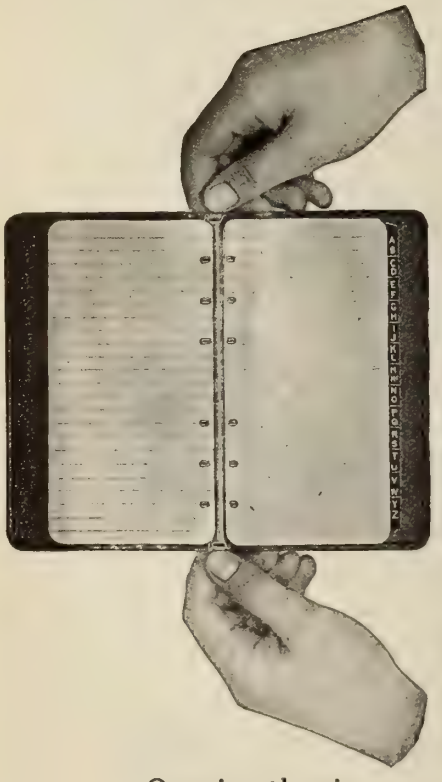
Mt. Vernon, N.Y.



It is gratifying to think of the important part that National Blank Books and Loose Leaf Devices perform in National business. Wherever accounting is done and records are made, some items from the National Line are sure to be found rendering faithful service.

A user of one National number readily becomes a regular customer of other National record books. It is much better for an office to stick to the National Line, in place of a motley assortment of varied makes and brands. In order to successfully take care of your trade stock the National Line.

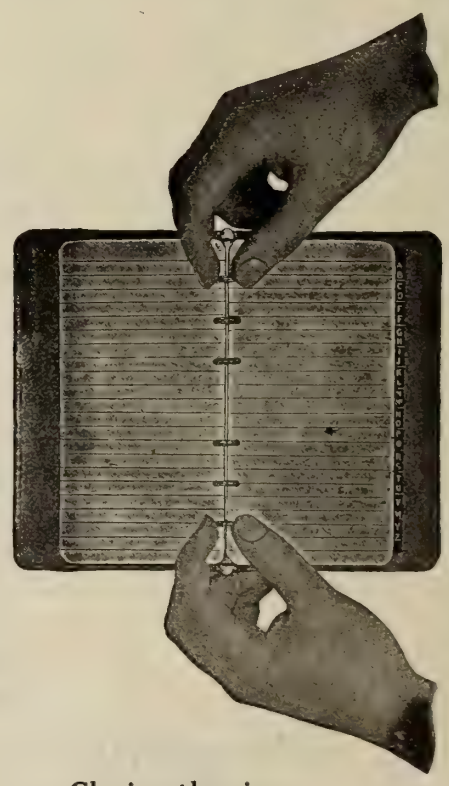
NATIONAL BLANK BOOK COMPANY, HOLYOKE, MASS.



DOMINION
LOOSE LEAF MEMO BOOKS

allow for the preservation of notes, addresses, data, cash account, business and personal matter all in the same cover properly indexed, so that any subject may be found without loss of time.

Bound with flexible genuine Morocco and lined with Black Texhide. In 3 and 6 rings.



Opening the rings **Closing the rings**

We sell to dealers only.

DOMINION BLANK BOOK COMPANY, LTD.

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"BEE" TRADE MARK BRAND

SEALING WAX

Established 1752



"Banker's Specie"

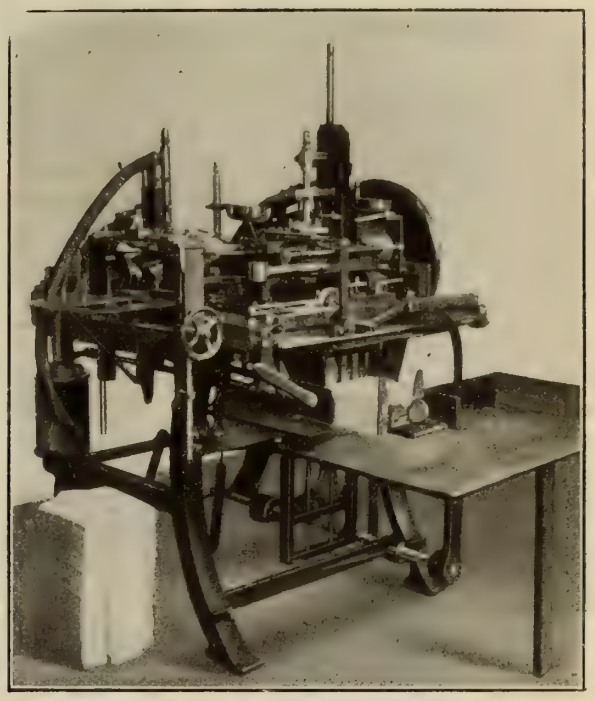
is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has the additional advantage of being sold at a moderate price.

GEORGE WATERSTON & SONS LD
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AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT.



ADVANTAGES OF THE CARMIC:

1. Any size Envelope or Bag can be folded upon the **"Carmic,"** within the specified range of each Machine which is practically unlimited.
2. The change from one size to another being carried out in about one hour. No additional boxes needed. Same box used for all sizes.
3. All classes of paper can be folded.
4. Output of Machines from 28,000 to 32,000 per day.
5. Does not require special skill to operate.
6. Very little motive power is needed to drive Machine.
7. Best material and workmanship throughout.
8. Space required for machine and operator, 7 ft. x 5 ft.
9. Machines supplied ready for working.

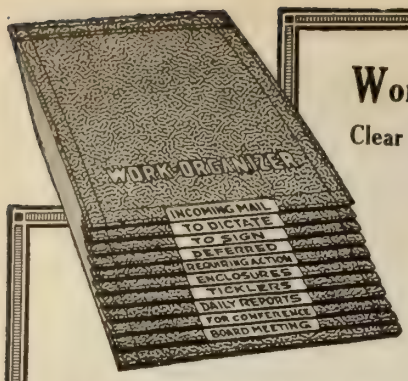
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Peter Carmichael & Co., Ltd.

303, SOUTHAMPTON STREET,
CAMBERWELL, LONDON, S. E. 5, ENG.

Telephone: Hop 479.

Telegrams: "Encarmicom, Camb, London."



Work - Organizers

Clear Your Desk for Action

They give you a place for all the kinds of papers that pass over your desk—all under SUBJECT LABELS. They solve that littered desk problem.

Your assistants too, and all your salesmen, can add hours of productive time to their working days by organizing their desks with Work-Organizers.

The illustration above shows how Work-Organizers look. The one below shows how they are used. Fifteen styles. Illustration shows the No. 332, letter-size 10 pocket, Black Seal Grain Fabrikoid, $5.25—one of the most popular styles. Same size genuine leather cover, $15.00. Paper cover, $1.90.

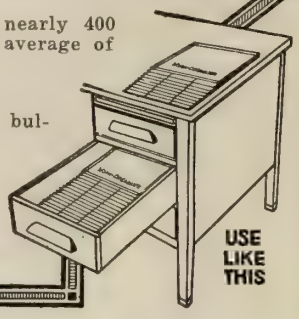
They stop that "sorting and re-sorting" waste, and give a man a grip on his work.

50,000 offices use Work-Organizers—every desk man (and the women too) needs three to six. They have been on the market six years, and have made good in a re-order way.

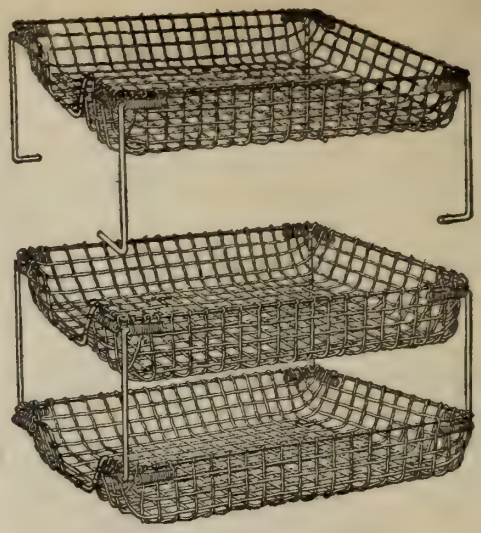
1,150 Stationers sell them, in nearly 400 cities, and have re-ordered an average of ten times each.

Sold only through dealers.

A copy of the Work-Organizer bulletin, "How to Organize Desk-Work," free with each Work-Organizer.



Work-Organizer Co.
87 Jefferson, DETROIT, U.S.A.



10" x 14" x 3"; Posts 6" high

Build Up Tray No. 20

Can be built up any number of decks. Easily stacked up or taken down.

STABILITY



Manufactured by

Macdonald Wire Goods Co.
Drummondville, P.Q.

Loose Leaf Devices and Supplies

For more than twenty years the entire energies of this organization have been devoted solely to the design, manufacture and sale of loose leaf devices and supplies.

Founded on the idea of correct design, and high quality—backed by fair prices and progressive policies—De Luxe Line Loose Leaf Products have developed the largest sale in the world.

The De Luxe Line is complete and includes every standard type of loose leaf device from the small pocket memorandum book to the complete outfit for machine bookkeeping.

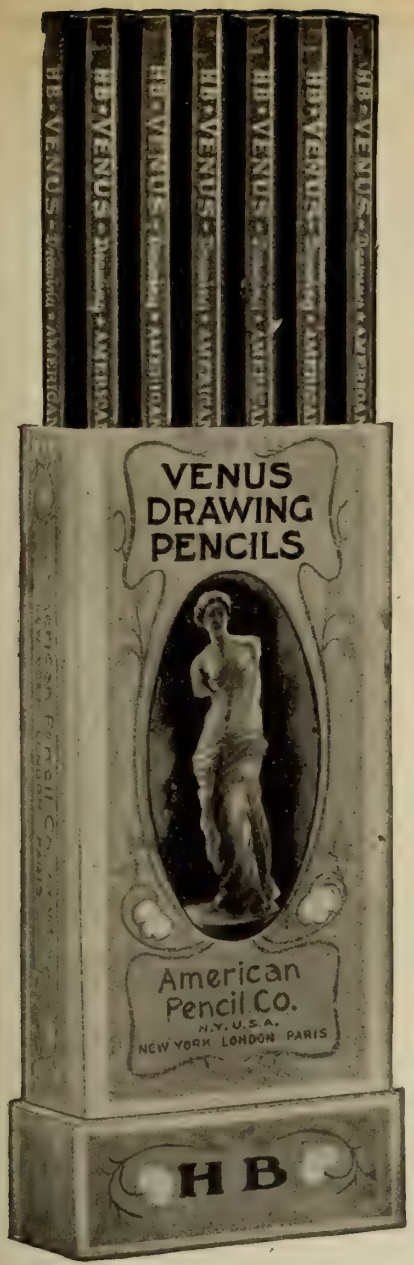
In addition to bound goods we sell metal parts for current ledgers, sectional post binders, storage binders, files and many other loose leaf devices. Our new plant more than doubles previous production facilities, assuring prompt service to all our dealers, old and new.

Canadian funds are accepted at par.

WILSON-JONES LOOSE LEAF COMPANY

Largest Manufacturers of Loose Leaf Products in the World

CHICAGO *Our Trade Mark Your Guarantee* NEW YORK



VENUS PENCILS

Fall trade is just around the corner. Stock up! Be ready! Users know there is no substitute for the famous **VENUS Pencils.** The phrase "Just as good as" falls upon deaf ears.

Quality counts and the superb **VENUS** quality is known wherever pencils are used. Sell them for profit—extra business—goodwill.

The largest selling quality pencil in the world

VENUS (Revolving) Counter Stand



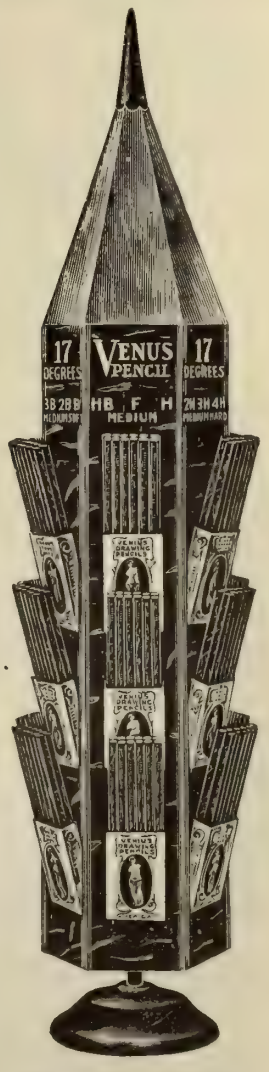
An exact reproduction in shape and color of the famous VENUS Pencils. It holds 18 dozen VENUS Pencils. Leading stationers everywhere find this unique and attractive counter stand a silent salesman that brings results.

Write for information regarding it.

American Lead Pencil Co., 220 Fifth Avenue **New York**

Factory: Hoboken, U.S.A. *Factory:* London, Eng.

17 Black Degrees
6B softest to 9H hardest
and
hard and medium Copying
All perfect



No. 3864 VENUS
Revolving Stand

Why?

should I send my Real Photo Post Card Printing, Enlarging, etc., to Matthews, Bradford

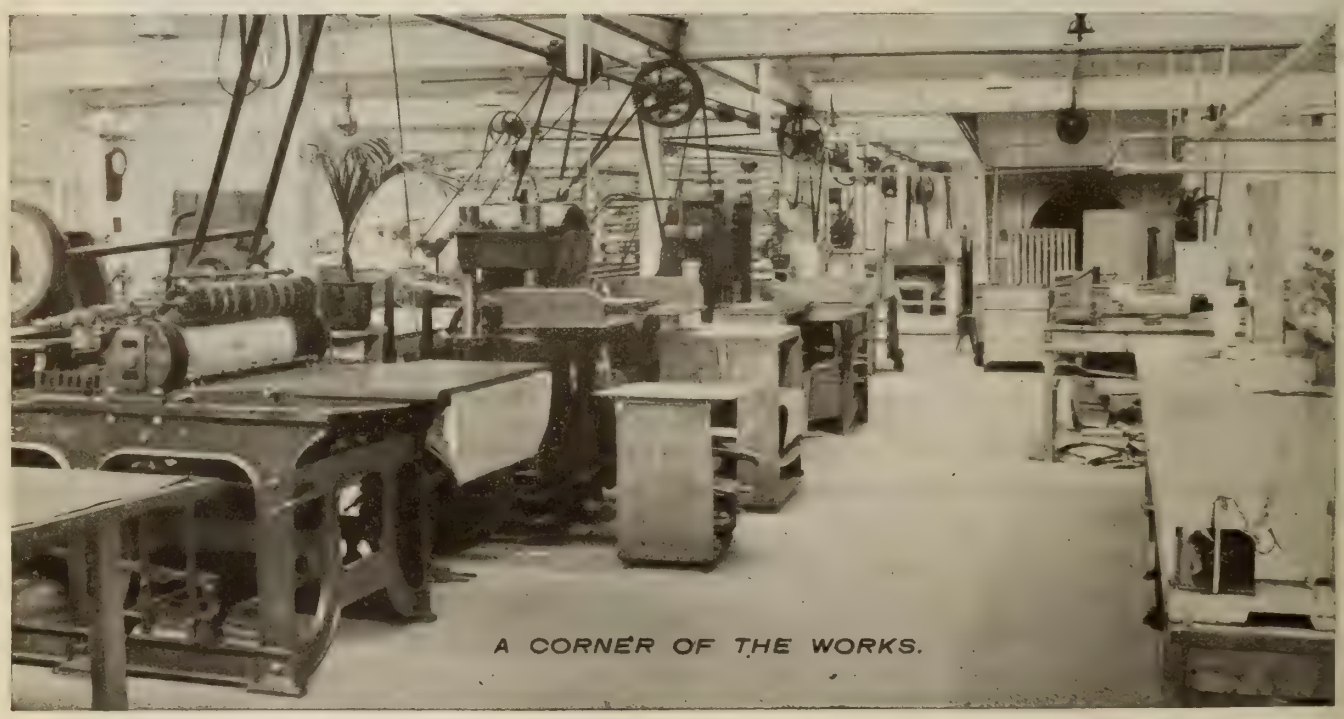
Because!

1. I cannot get better work elsewhere.
2. I can rely on getting prompt delivery always.
3. I cannot get equal service at such reasonable prices.
4. I can rely on courteous attention to my requests.
5. The factory is the best equipped and organized in Great Britain.
6. Best grade materials only are used.
7. The present rate of exchange is considerably in my favour.

B. Matthews *Trade Photographic Works*

Telegrams:
Postcards, Bradford

Idle Road, Bradford
England

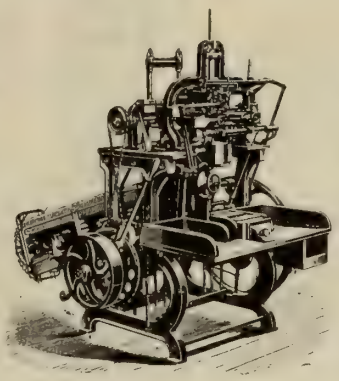


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ENVELOPE FOLDING & GUMMING MACHINE

FASTEST AND SMOOTHEST RUNNING MACHINE ON THE MARKET.



SEALING FLAPS GUMMED AND DRIED AT A SPEED OF 130 ENVELOPES PER MINUTE.

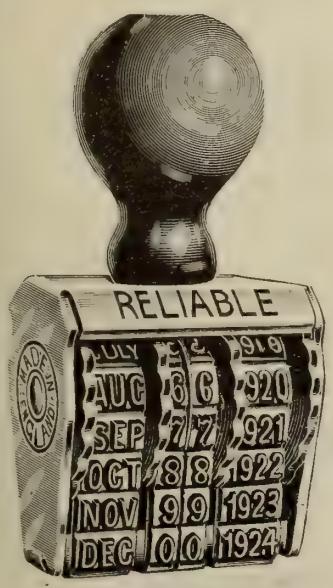
Unrivalled for SPEED, EFFICIENCY and EXCELLENCE of GUMMING.

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ENDLESS BANDS. No joints.

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Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

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Branches: Chicago, London

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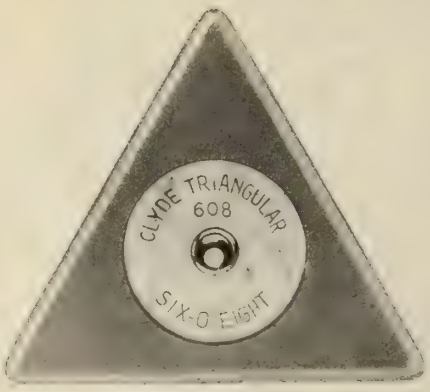
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are now recognized by the leading Die and Plate Press Manufacturers and it is being recommended by them and shipped with all new presses

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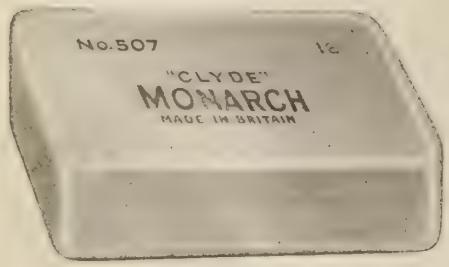
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Erasers of Highest Quality

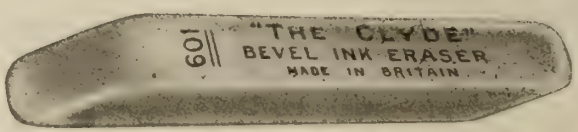


The standard of quality is the highest and terms are the best obtainable.

Inquiries Invited.



THE CLYDE RUBBER WORKS CO., LTD.
RENFREW, SCOTLAND



"Julian Sale"—the Leather Goods People—Ask You to Take Note of These Three Important Items



1 **OUR TRAVELLERS** are on their way with one of the largest lines we have ever shown for shipment for present trade and for the holiday demand. The line is unusually varied. We believe just such merchandise will have popular demand from the standpoints of style, design and superior values. You will be advised of the traveller's "call" a few days ahead of his visit. Wait for his "advice"—take our advice—and wait for him.

2 **OUR NEW CATALOGUE,** ready to mail about October 1st. Yes, and it is one of the best that ever carried the "Julian Sale" name—illustrated with cuts made from photographs, direct from the articles. Complete and careful descriptions and all priced so that you can select and purchase as satisfactorily as though you were buying from "sample." Let us have your name for the new "Julian Sale" catalogue.

3 **OUR SAMPLE ROOMS** have been enlarged, refitted, and refurnished. Everything that comes from the "Julian Sale" factories is sampled there, and an excellent and almost elegant array it makes, displayed so that you may see the whole line at a glance. See it to the best of advantage, set out on those rich, purple, plush-covered display tables and stands. You are invited.

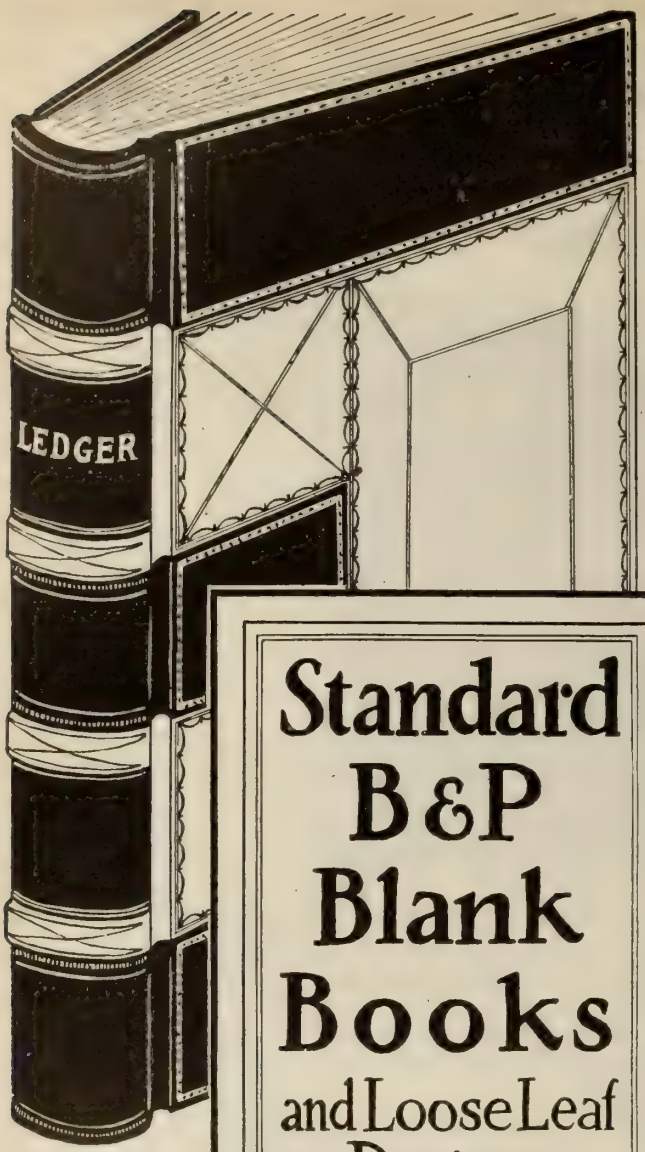
Visitors in the trade to the Toronto Exhibition are specially invited to make themselves "at home" with us while in the city. Delighted to have you see the factories in operation—the goods in process of making up, as well as the finished article.

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Standard B&P Blank Books

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THE LINE OF 10001 NUMBERS

Modern facilities backed by 80 years of experience assure the quality of Standard B&P Products

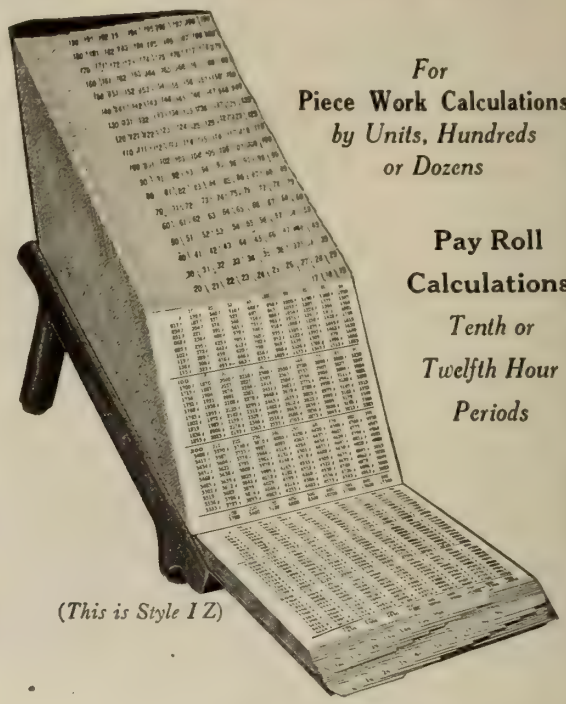
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NEW YORK

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THE UNIT CALCULATOR



For
Piece Work Calculations
by Units, Hundreds or Dozens

Pay Roll Calculations
Tenth or Twelfth Hour Periods

(This is Style I Z)

For years past there has been a general need for just such a device as the Unit Calculator. It is now available and has been made adaptable to routine work of the Unit System of Accounting. The demand for the Calculator is practically universal.

The Unit device supplies pre-calculated, ready to read answers for a very wide variety of Piece Work problems ranging up to 9999 units. The Dozens style Calculator provides direct answers in twelfths up to 30 dozen and for even dozens to 100.

For Tenth and Twelfth Hour Periods pay roll computations, special style Calculators have been designed similar to a lot of 12,000 Meilicke Devices being used by the American Railway Express Company. This equipment has been proven to effect a saving of from 40% to 60%!!

Meilicke Pay Roll Calculators used by the Western Electric Company save 25% of time and expense by any other method. ***Four clerks with Calculators now do the work of five with other systems formerly used.***

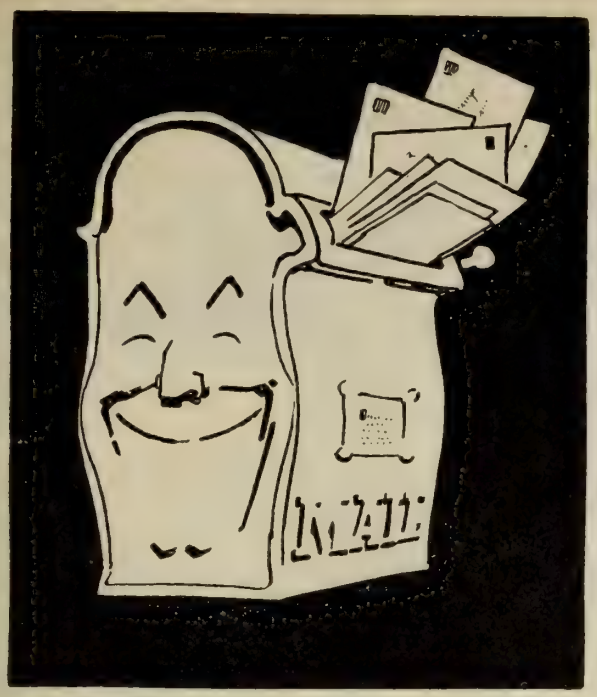
DEALERS

Your customers are all planning new methods to reduce operating expenses. They are endeavoring to economize and cut down overhead by every means possible. The Unit Calculator will help solve this problem by reducing cost of routine work. It will eliminate waste of time and increase by fully 50% the amount of work done and efficency of any pay roll or cost department.

Let us give you FREE full information about

Meilicke **GREATER EFFICIENCY DEVICES**

MEILICKE CALCULATOR COMPANY
Makers of Time and Money-Saving Office Devices
I-362 North Clark Street, Chicago



Gee, I Feel Happy! I'm Full of Coutts' Greeting Cards

You, Mr. Stationer, will also be very happy if you have a good stock of our beautiful Christmas Cards on order.

Happy because they are sure to sell out quickly at a big profit to you.

Real sales-compelling display matter and ideas with every order.

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William E. Coutts
145 Adelaide St. West
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Member of the Greeting Card Association

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GOLD MEDAL CRAYONS · FOR EVERY USE ·

Gold Medal CRAYONS

Best results can be secured *only* with the best materials

Ability counts for much, but whether it be the child in the kindergarten, student in school, amateur or professional artist, smoothly working crayons breed a desire to do best work always.

"CRAYOLA" stands supreme in the field of Artists' and School Drawing Crayons.

In point of convenience, cleanliness and economy, "CRAYOLA" is far superior to water colors for color work in schools. For stenciling "CRAYOLA" is unsurpassed.

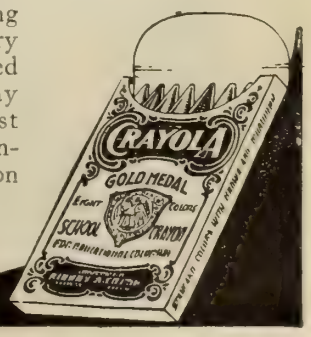
"CRAYOLA" comes in twenty-four different colors, absolutely permaner and brilliant. No mixing required. Each stick of color is paper wrapped, clean and compact—always ready for use.

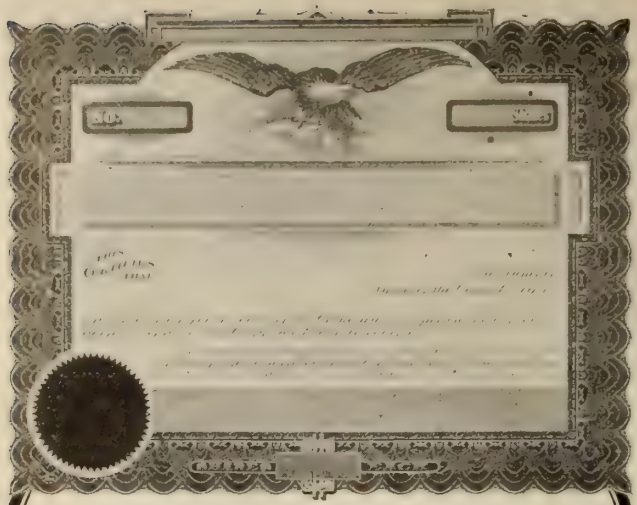
"CRAYOLA" can be had at most stationery stores, in sets of various assorted colors.

BINNEY & SMITH CO.

81-83 Fulton St., New York City

Send for latest catalogue. We are continually adding to our line and while we try to keep the trade informed of new numbers, you may have been missed on just the thing you want. Samples gladly furnished on request.





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Both Regular-Litho and Steel-Litho Designs
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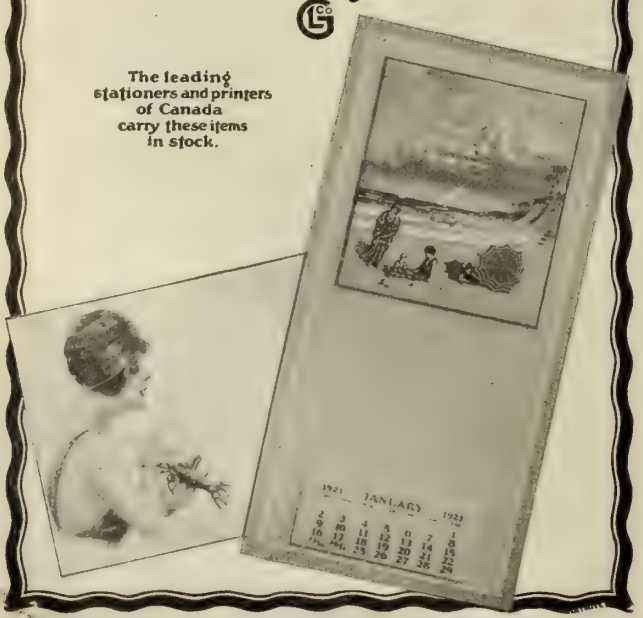
Lithographed Calendar Pads

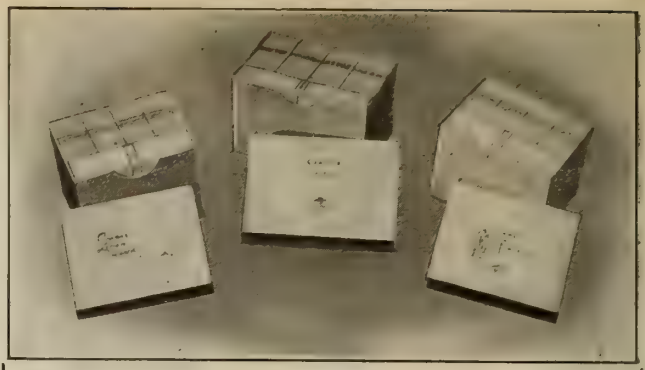
Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company
41 West 61st Street
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The leading stationers and printers of Canada carry these items in stock.





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You Will Be Interested in

CRANE'S STANDARD

Four or Five Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets — 5 sections of letter size — to each package of envelopes and charging ¼ of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of ¼th reams and ⅛th M in a huge variety of sizes, in quantities of not less than 5 reams and 2½ M.

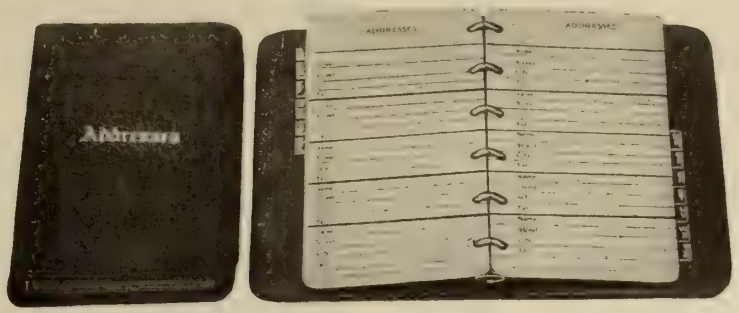
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REG'D
U.S.A.

EATON, CRANE & PIKE COMPANY
New York *Pittsfield, Mass.*

LUCKETT'S
STERLING
— LINE —

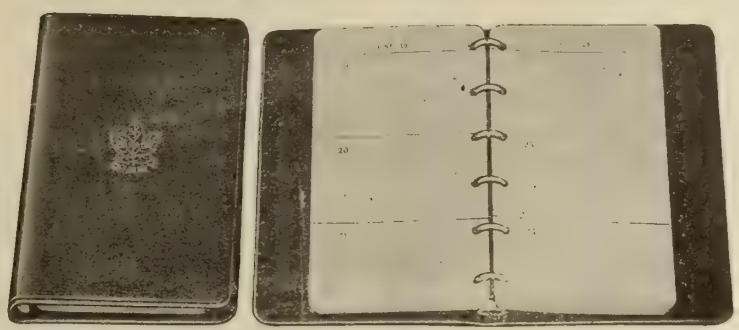
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FOUR STANDARD SIZES—BLACK MOROCCO LEATHER

Regular Memo Sheets can be used in the same cover



Four standard sizes—Black Morocco Leather. Start any time during the year—Perpetual—good for any year—no dead sheets. Also ideal for an appointment book. Refills can be had at any time, at moderate price.

FOR SALE HERE

Cut out on above line and paste in your window

Order NOW for October shipment in time for your holiday trade

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We are now in our new factory and are working hard to give you SERVICE

LUCKETT LOOSE LEAF, LIMITED

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Just about everything—when it's on, or it isn't on a book.
The trade knows the authors it can handle. We confidently offer the following:

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A STRAIGHT DEAL or THE ANCIENT GRUDGE

Eighth edition exhausted—and no wonder!

THE MACMILLANS *in Canada* - - TORONTO

THE "SWAN" FOUNTAIN PEN

is made in all styles---Standard, Safety, Self-Filling with a point to suit every hand





The increasing popularity of the Swan Pen is due to the satisfaction which every pen gives.

The self-filling type fills with a flip of the finger.

September is the beginning of the busiest months of the year in the pen business; but we can give you prompt delivery.

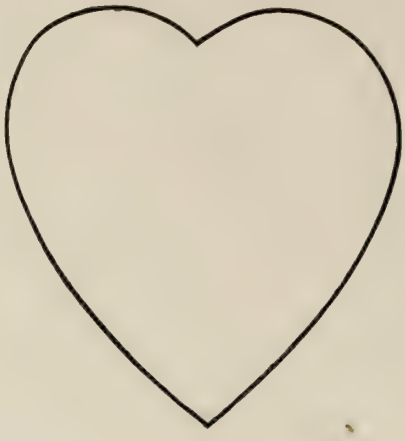
This Handsome Showcase Will Help You Sell

"The Pen with the smoothest Gold Nib"

Write for Prices and Discounts

MABIE, TODD & CO., 473 College St., Toronto

1921 Valentines



The Collection for next season's selling is now complete and our travellers are on the road to show the trade throughout Canada a line that, when you see it, you will say, ranks with the best ever shown.



Just Out

Easter

New, Bright, Interesting productions in a class by themselves.

Items that will appeal to all classes of Customers.

These are all productions of

THE DREYFUSS ART COMPANY
OF NEW YORK

This firm's publications have attained a unique position in the United States. We are their exclusive selling agents for Canada.

THE VALENTINE & SONS UNITED PUBLISHING CO., LTD.

60 FRONT STREET WEST

TORONTO CANADA

The Mark of Master Makers

TO give people something by which to remember a product is good business. It is good for you and good for us. We have made up this simple monogram mark by which we are going to make it easy for the public to identify White & Wyckoff's distinctive social stationery. We are going to impress this "master mark" upon the public through adequate advertising. As the public comes to know White & Wyckoff quality by this distinguishing mark, it will become more and more profitable for you to standardize on a complete White & Wyckoff line.

Write for full information regarding our new lines

WHITE & WYCKOFF MFG. CO., Holyoke, Mass.

Master Makers of DISTINCTIVE SOCIAL STATIONERY, WRITING TABLETS, COMPOSITION BOOKS

White & Wyckoff's

Distinctive SOCIAL *Stationery*

A. R. MacDougall & Co., Limited
468 King Street W., Toronto, Ont.

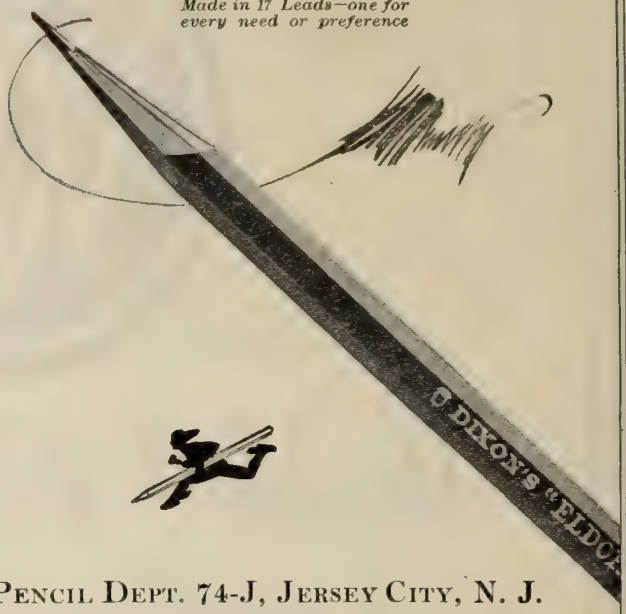
The Schofield Paper Company
23-25 Prince William Street, St. John, New Brunswick

DIXON'S
ELDORADO
"THE MASTER DRAWING PENCIL"

Made in 17 Leads—one for every need or preference

Time and Money

The article that sells with the least effort is a time saver and a money maker past all others. * * * From this standpoint consider



JOSEPH DIXON CRUCIBLE CO., PENCIL DEPT. 74-J, JERSEY CITY, N. J.
Canadian Distributors:—A. R. MacDougall & Co., Ltd., Toronto

FOR YOUR SCHOOL TRADE
STANDARD CRAYONS



Crayel—Highest quality wax crayon for general school use.

A complete variety of school crayons carried in stock in Toronto. NONE BETTER MADE. Ask your jobber for prices.



STANDARD OMEGA DUSTLESS

Omega Dustless Chalk—A dustless chalk that is dustless. Omega is entirely free from grit, erases easily and will not scratch the board.



Artco Pastel—Especially adapted for advanced color work in paper drawing. They can also be used with water and produce a delicate water color effect.

Standard White and Yellow Enamelled School Chalk—NONE BETTER MADE

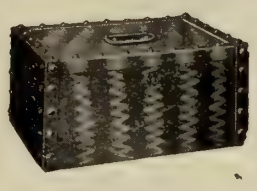
A. R. MacDougall & Co., Ltd. Representatives for Canada and Newfoundland
468 King St. West Toronto

DAN-DEE

Art Metal Products



DAN-DEE
Square Waste Baskets
3 Styles—6 Finishes.



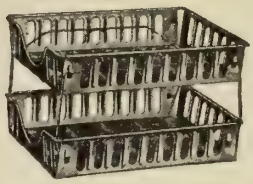
DAN-DEE
Strong Boxes
2 Styles—2 Finishes.

may in some few instances demand a higher price—but their quick turnover, the satisfaction they give the user, and the liberal margin of profit they pay you, make the entire line worthy a prominent place in your stock of office appliances.

Write for descriptive circulars, price lists and discounts.



DAN-DEE
Round Waste Baskets
2 Styles—15 Finishes



DAN-DEE
Letter Trays
2 Styles—8 Finishes

EVERY CUSTOMER IS A BOOSTER

"Sengbusch" office specialties have proved their merit by successful performance through years of hard practical use. That's why they make every customer a booster for your good judgment and your store.

Satisfied customers are good customers, good customers because they come back often and bring others with them. This means more and better sales and bigger profits for you. "Sengbusch" office necessities are a sure means of making satisfied customers.

Sengbusch Office Specialties have been adopted by Government offices, banks, and big business houses everywhere, because each one is a proved success—a money-saver, a time-saver, and a convenience. This makes them good sellers, therefore profitable for the dealer to always carry a full line.

SENGBUSCH Self-Closing INKSTAND

The Sengbusch Self-Closing Inkstand has a float in center which automatically keeps well closed like a corked bottle when not in use, yet provides fresh, clean ink always ready to use. No evaporation, no spattering, nor thick, dirty ink, at any time. Retails at $1.75 up.

The IDEAL SANITARY MOISTENER

The Ideal Sanitary Moistener is a most efficient and sanitary means for moistening stamps, labels, envelopes, fingers, etc. Pure white porcelain, with polished nickel bearings. Nothing to wear out, get sour or gummed up. Its superiority over the "just as good" kind is demonstrated in practical use. Retails at $2.

SENGBUSCH Self-Closing MUCILAGE APPLIER

The Sengbusch Self-Closing Mucilage Applier is the only safe and convenient method ever devised for using mucilage. A hard rubber refillable receptacle, with nickel-plated cap. Mucilage always fresh. Can't spoil or dry up. Retails at 75 cents.

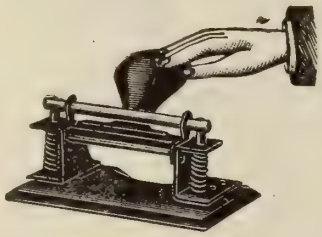
These specialties are sold strictly "on approval"—and no returns from sincere buyers.

Get your supply of circulars and display with your imprint—free.

A. R. MACDOUGALL & CO., LIMITED 468 West King St. TORONTO, ONT.

Stationery Specialties Hard to Get

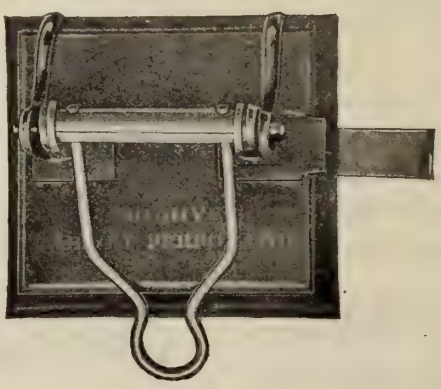
Perforators



Peerless, similar to cut, $6.50 per dozen
Pilot, similar to cut, $8.00 per dozen
Acme (two Gauges)
similar to cut, $10.20 per dozen

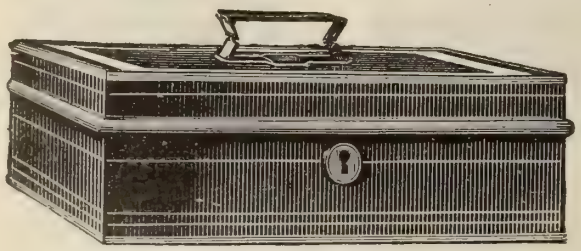


Triumph—$9.00 per dozen



Archine—$21.60 per dozen
No. 698—Japanned, with spring
$4.80 per dozen
Manhattan—Nickel, with spring
$7.20 per dozen

Cash Boxes



No. 50—8 inch, British made
$17.00 per dozen
No. 50—11 inch, British made
$22.50 per dozen

Toy Cash Boxes

2—4 inch Money Box with Slit,
$2.00 per dozen
2—4 inch Cash Box, $2.00 per dozen
2—6 inch Cash Box, $3.60 per dozen

The Copp Clark Company, Limited

495-517 Wellington St. West, Toronto

1921
VALENTINE AND EASTER
CARDS, BOOKLETS, POSTCARDS AND NOVELTIES

This is to announce to the trade that our travellers are now showing collections of these art publications that eclipse all previous showings. They will add distinction and give such additional charm to this department as to produce eminently worth-while business in your store.

MECHANICAL AND LACE VALENTINES

are to the fore in infinite varieties of designs, including most striking novelties, and so with cut-outs and boxed valentines.

Equally distinctive are the productions for

EASTER

In which we would draw the special attention of the trade to the steel engraved and offset process BOOKLETS.

CLEVER — FETCHING — PLEASING
POSTCARDS FOR EACH OF THESE SEASONS

Values that challenge all comparisons at popular prices.

ALSO ST. PATRICK'S DAY FAVORS
Featuring Shamrock, Pipe and Paddy's Hat Designs.

"THE LINE OF ACHIEVEMENT."

The COPP, CLARK CO.
LIMITED
511 Wellington St. West
TORONTO

Top Notchers for Early Autumn

HARRIET AND THE PIPER

By Kathleen Norris

It is the story of beautiful Harriet Field, who, in the joyous innocence of youth, had given herself in a fanciful marriage troth to Royal Blondin, poet-adventurer, and how his return, after nine years, threatened the new life she had built up in the Carter household.

PIPEFULS

By Christopher Morley

Morley says in his foreword to "Pipefuls," . . . . "In extenuation it may be pleaded that none of them (the sketches) will take more of the frowning reader's time than may be devoted to an accompanying fill of tobacco." A book that will be read and re-read.

THE SCHOOLMASTER OF HESSVILLE

By Helen R. Martin

A story in which the heroine, Pennsylvania Dutch Minnie, rescues happiness from what portends tragedy, making a strong tale worthy of the creator of Mennonite Martha.

$1,200 A YEAR

By Edna Ferber and Newman Levy

This play, a timely satire on the absurdity of professors at $1,200 a year and plumbers at $2,500, will go "on the boards" this fall. It is a comedy in three acts.

THE TURNSTILE OF NIGHT

By William Allison

From the beginning of this story, in an opium den in Calcutta, there is not a lagging moment. From India to dreary Thibet, and to England, the reader, like the guardians of the sacred talisman, follows the people in this book.

JAN

By J. Morgan Gibbon

Laugh, hope, and *live* with Jan, the wilfullest, suddenist, disconcertingest girl who ever set out to be a modern woman. A real personality, true daughter of the wild.

THE DRUMS OF JEOPARDY

By Harold McGrath

Mystery with a plausibility, romance with a touch of sadness, adventure with vigour and realism—and "Cutty," a character destined to long life in American literature.

THE ROSE DAWN

By Stewart Edward White

This is the concluding volume of Stewart Edward White's trilogy of California; the sequel to "Gold" and "The Gray Dawn." With a truly creative realism Stewart Edward White presents a whole period; and a generation of history is revealed in this tale of a generation of men.

THE BREATHLESS MOMENT

By Muriel Hine

Another engrossing story by the author of "The Hidden Valley," and equally searching in its plumbing of the depths of human emotion.

CAPTAIN MACEDOINE'S DAUGHTER

By William McFee

If, as is often said, to know England you must first know her seamen, this book, like "Aliens" and "Casuals of the Sea," will give you the soul of England. It is a story of seductively fascinating people — pretentious Captain Macedoine with his pathetic bubble, "The Anglo-Hellenic Development Co."

THE WITNESS OF THE SUN

By Henry Smith Williams

Who killed John Theobold——?

A baffling mystery story, with a startling new element, the witness of the sun.

O. HENRY MEMORIAL PRIZE STORIES

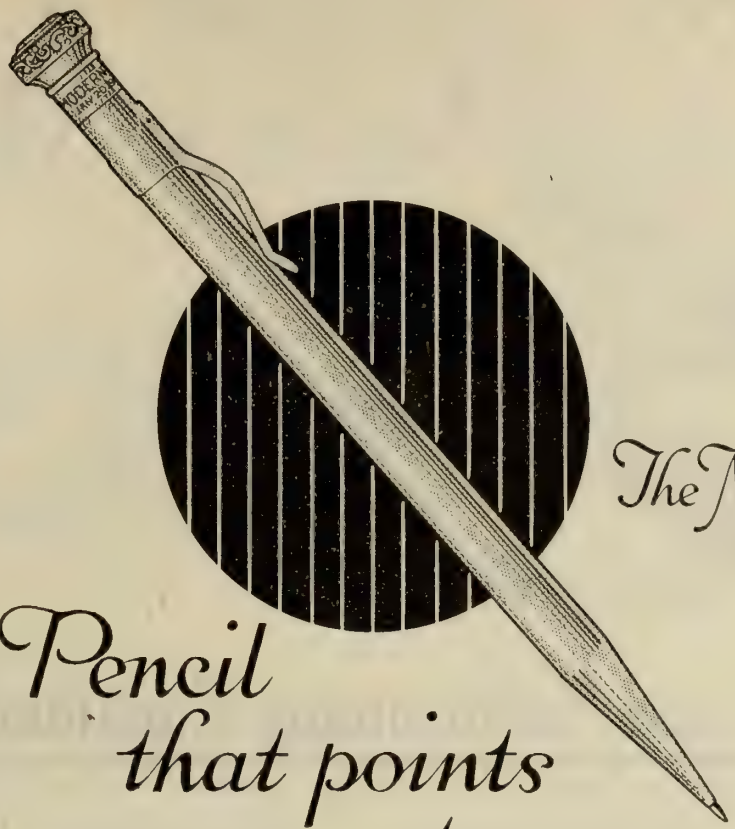
A fitting memorial to America's greatest exponent of the art of the short story. The contents of this book represent the most significant examples of the American short story published in 1919.

MAKE INCREASED BOOK SALES PAY THIS YEAR'S STORE RENT

Doubleday Page & Co.
Country Life Press
Garden City, N.Y.

S. B. GUNDY 25 Richmond St. W. Toronto Canada

OXFORD UNIVERSITY PRESS



The Modern

The Pencil that points to SALES!

How many people live in your city—or town?

Over 75% of them—men, women, and children—have daily use for a *good* pencil.

The MODERN is a *good* pencil. It looks right, and is made to "write RIGHT." Has a plain, neat silver finish—and you can sell it at a popular price.

The MODERN has fewer parts, hence causes less trouble. Takes the standard lead, and its point is never dull.

The MODERN makes friends and pays liberal profits.

Ready for Immediate Delivery!

Our manufacturing facilities enable us to make shipmen the day your order is received.

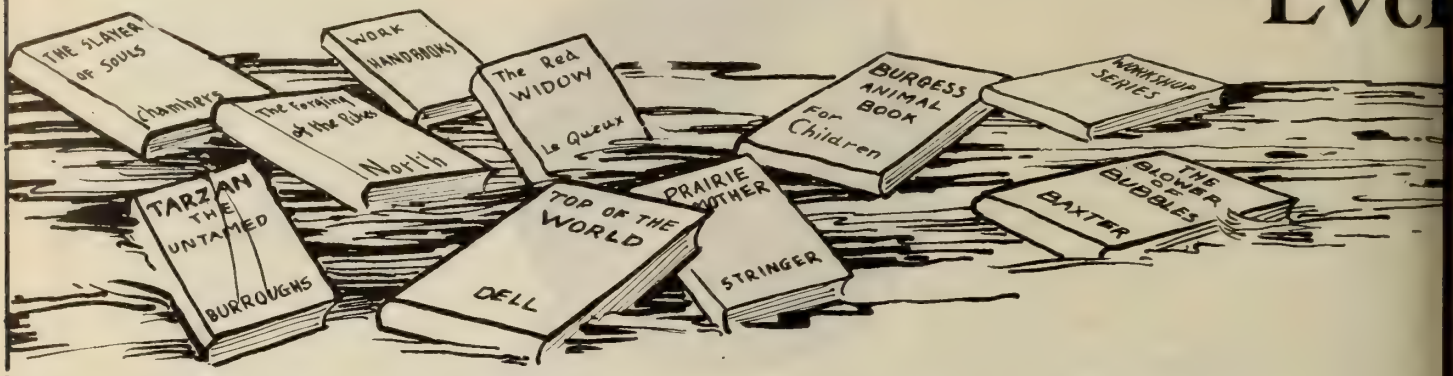
Sold only to the trade with generous discounts for quantity purchases.

The HOGE MANUFACTURING COMPANY, Inc.

215-217 Fulton Street New York City

Canadian Representative:
A. J. McCrae, 23 Scott Street
Toronto, Canada

Our Books are Like a River — Always Moving — Ever



New and Forthcoming Canadian Novels

The Forging of the Pikes
By ANISON NORTH
Author of *"Carmichael"*

The Blower of Bubbles
By ARTHUR BEVERLEY BAXTER

The Prairie Mother
By ARTHUR STRINGER
Author of *"The Prairie Wife"*

Glen of the High North
By H. A. CODY
Author of *"The Touch of Abner"*

The Parts Men Play
By ARTHUR BEVERLEY BAXTER
Author of *"Blower of Bubbles"*

The Lady of the Crossing
By FREDERICK NIVEN

Bonnie Prince Fetlar
By MARSHALL SAUNDERS
Author of *"Beautiful Joe," "Golden Dicky"*

Stronger than His Sea
By ROBERT WATSON
Author of *"My Brave and Gallant Gentleman"*

Graydon of the Windermere
By EVAH McKOWAN
Author of *"Janet of Kootenay"*

Eyes of the Law
By ETHEL PENMAN HOPE
Author of *"Dr. Paul"*

Imperfectly Proper
By "P. O. D."

La Chance Mine Mystery
By S. CARLETON

McCLELLAND AND

PUBLISHERS



resh.

New and Forthcoming Autumn Leaders

Poor Wise Men
By MARY ROBERTS RINEHART
Author of *"Affinities," "Amazing Interlude,"* etc.

The Top of the World
By ETHEL M. DELL
Author of *"The Lamp in the Desert," "The Way of an Eagle"*

The Devil's Paw
By E. P. OPPENHEIM
Author of *"The Great Impersonation"*

The Captives
By HUGH WALPOLE
Author of *"The Secret City"*

A Tale that is Told
By FREDERICK NIVEN
Author of *"The Lady of the Crossing"*

Tarzan, the Untamed
By EDGAR BURROUGHS

Pink Gods and Blue Demons
By CYNTHIA STOCKLEY
Author of *"The Poppy,"* etc.

The Little Warrior
By P. G. WODEHOUSE
Author of *"A Damsel in Distress"*

The Little House
By CONINGSBY DAWSON
Author of *"The Garden Without Walls"*

The Burgess Animal Book
By THORNTON W. BURGESS
Author of *"The Burgess Bird Book"*

Autobiography of Margot Asquith
By MRS. ASQUITH

The Slayer of Souls
By ROBERT W. CHAMBERS
Author of *"In Secret"*

STEWART LIMITED
TORONTO

IF YOU ARE IN EARNEST I
YOUR PRODUCTS THROUG
BOOK, STATIONERY AND TO
SECTIONS OF THE DEPAR
STORES OF CANADA, YO
THIS ANNOUNCEMENT—

ANNUAL FALL NUMBER O

ITEM

The retailers throughout Canada are familiar with the significance of the **Annual Fall Number** of "Bookseller & Stationer." They will expect to see in it, as usual, special announcements by manufacturers and wholesalers of important products suited for selling in book and stationery stores. Tell them the advantages of your goods.

ITEM

Lines that will receive special attention editorially in this big number, because of their significance as Christmas Gifts include Books, Papeteries, Greeting Cards, Toys, Leather Goods and Fancy Goods. Producers and wholesalers of these lines should arrange to be represented with good informative advertisements that will compel the interest of retailers and develop orders

ENTER YOUR ORDERS EARLY AN

FORMS CLOSE SEPTEMBER 25

ADVERTISING RATES

Two Pages, $85 — Full Page, $45
Half Page, $25 — Quarter, $15

Better rates for 3, 6 or 12 month orders

VANTING TO SELL MORE OF THE JOBBERS OR THE RETAIL TORES, AS WELL AS THESE IENT STORES AND CHAIN VILL HEED THE ADVICE IN

BOOKSELLER AND STATIONER"

ITEM

Toys and games will have a special section in this number. Some manufacturers have already arranged for full page advertisements in this section, which will be issued in separate form and given wide extra circulation among retailers other than booksellers and stationers. This will include ALL department stores in Canada. Take advantage of this exceptional opportunity. Come in with a good strong announcement about your toys.

ITEM

To supplement display advertisements in this Annual Fall Number we would strongly advocate follow-up advertisements in subsequent issues in half-page, quarter-page or even specialty page spaces. These latter, 2¼″ x 3″ in size, cost $5 a month on yearly contract, affording a high degree of publicity value at minimum cost.

ET BEST AVAILABLE SPACE

DATE OF ISSUE OCTOBER 1

CLIP AND FILL OUT THIS ORDER—MAIL IT TO-DAY.

BOOKSELLER & STATIONER Date .....

143-153 University Ave., Toronto, Canada.

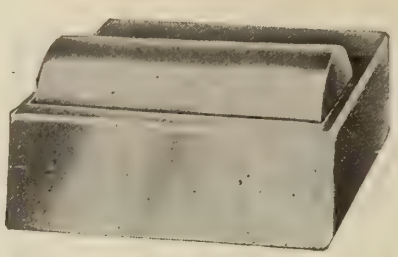
Reserve for us space as checked below in your Annual Fall Number.

Two pages - $85 .....
Full page - 45 .....
Half page - 25 .....
Quarter page - 15 .....
(Better rates for a series)

Name .....

Address .....

Put Them Right—



BANKERS'
SANITARY MOISTENER

Your customers are looking for a moistener which satisfies.

You can't go wrong if you suggest the Bankers' Sanitary Moistener.

Retails at $1.25

J. F. Ryan & Company
375 Lexington Ave. New York City

William Sinclair & Sons
(Stationers) Limited

Makers of

Account and
Memorandum Books
Pocket Books
Writing Pads
School Stationery

Main Office and Factory:

ALBERT WORKS
Otley, Yorks, England
LONDON:—22, Ivy Lane, Paternoster Row, E.C. 4

The Tucker Manufacturing Co., Ltd.

Specify TUCKER'S "HAND GRIP BRAND," on all Orders and Indents

MANUFACTURERS OF
PAPER FASTENERS, DRAWING PINS AND GENERAL STATIONERS' SUNDRIES

Registered Trade Mark

SELF-PIERCING PAPER FASTENERS "S" SERIES

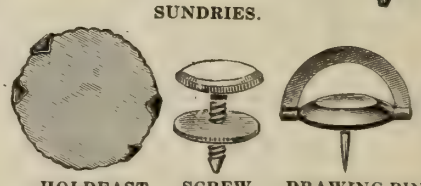


CALENDAR SUSPENDERS ONE PIECE STEEL DRAWING PINS.





SUNDRIES.

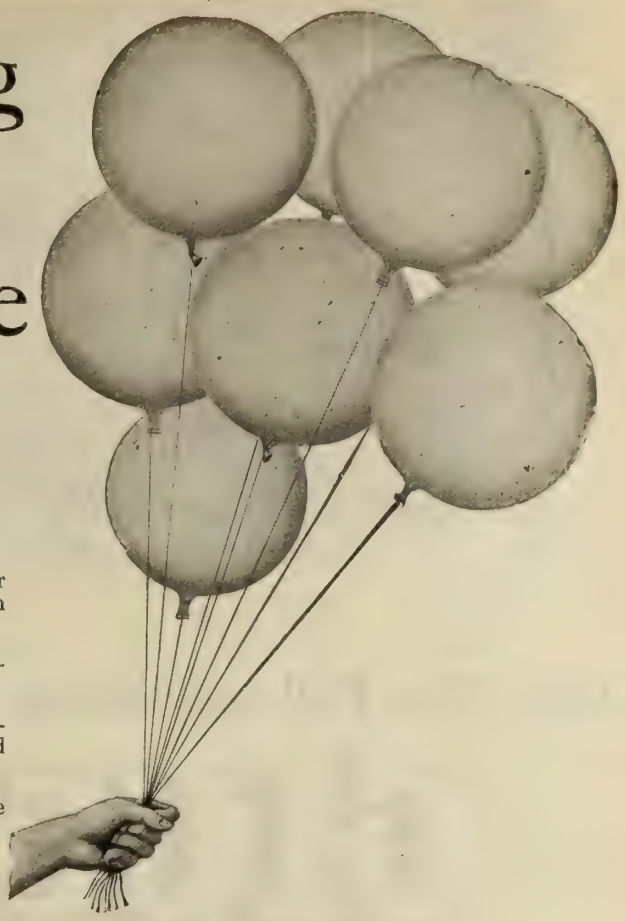


REQUIREMENTS OF ALL MARKETS SPECIALLY STUDIED

CRESCENT WORKS, HARLESDEN, LONDON, N.W., ENG.

For Catalogue and Prices Write our Representative
AUBREY O. HURST, 32 FRONT ST. WEST, TORONTO

Stop Trifling With A Big Line



READ THIS

When Balloon business was confined to two or three numbers, sales were small even though they were numerous.

To-day this business shows scope for real merchandising on a big scale.

The Eagle Company manufactures Toy Balloons exclusively. The range is immense and gives every scope for heavy sales in the total.

There are, roughly, five divisions of this trade —You can cash in on every one of them.

No. 1 division includes

A—Air and Gas Balloon, 12 sizes, inflating 4 to 36 inches dia.
B—Airship Balloon, 6 sizes, inflating 12 to 30 inches in length.
C—Valve Balloon, long and round shape; 25 sizes.
D—Sausage Squawker Balloon, assorted colors; 5 sizes.
E—Round Squawker, assorted colors; 11 sizes.

No. 2 division includes
(These are practically toy items)

F—"Baby Squawk," length 9 inches over all.
G—Jumbo Squawker, assorted colors; length 9 inches over all.
H—Bagpipe, four note; 9 inches over all.
I—Bagpipe, three notes; length 5½ inches over all.
J—Bagpipe Four Note tone pipe, single note Drone, each in box.
K—Watermelon Balloon, inflates 30 inches long.

No. 3 division takes in all lines Balloons suitable for advertising.

No. 4 division includes Balloons for all Seasons, Hallowe'en, Thanksgiving, Xmas, New Year's, Easter, Valentines.

No. 5 takes in assortments of 1 gross regular lines $7.50 each trade and No. 10 is ½ gross Bagpipe styles, $7.50 each trade. Also assortment No. 50 (for selling over counter like a game to individuals) of four large type Squawkers and Bagpipes. Trade price $7.20 dozen.

Jobbers should appreciate the chance for ready sales herein. Write us to-day for catalogue and full particulars. All orders sent mail for assortments can be sent on two days' approval.
Retailers—Get ready for Fall Fairs and Public Dances and Private Parties. DO IT NOW.

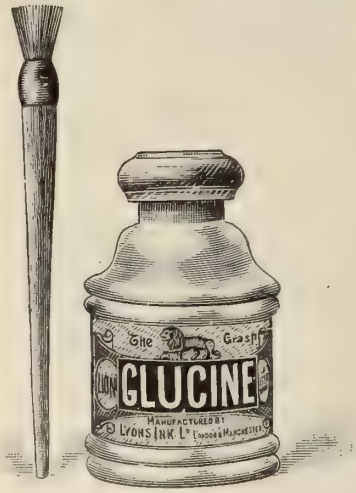
THE EAGLE RUBBER CO.
ASHLAND - OHIO

Sole Canadian Agents:
MENZIES & CO., LTD. - 439 King St. West
TORONTO, CANADA



Order Your Fall and Winter Stock

GLUCINE



Before you have time to forget

Sold in—	
5 oz. 30 cent size with Cap and Brush. 10 oz. 60 cent size with Cap and Brush. 30 oz. (quarts) for refilling.	If you haven't stocked Glucine previously--write for sample which we will send free of charge.

GLUCINE is guaranteed for two years—not to deteriorate in any way. It is always clean and sweet. Is the quickest and most satisfactory liquid adhesive on the market.

LYONS BANK WAX--LYONS PARCEL WAX--PERFUMED WAX
LYONS WRITING, COPYING AND RED INK

There is no better ink made than Lyons. We have always talked quality heretofore—Now we can talk PRICE as well.

We wish to place local agencies throughout Canada. Write for our proposition NOW.

MANUFACTURED IN ENGLAND BY

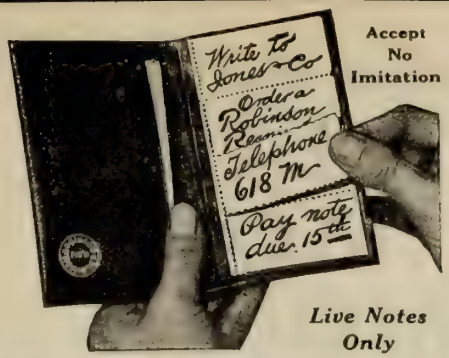
LYONS INK LTD., MANCHESTER

SOLE CANADIAN AGENTS:

MENZIES & COMPANY, LTD. 439 King St. W. TORONTO

Manufacturers' Agents for Blotting, Seccotine, Glucine, Ink, Wax, etc. Publishers Xmas Cards. Manufacturers Stationery Lines and Toys.

Read About It in ***MacLean's Digest American*** *Independent McClure's and other National Magazines*



Accept No Imitation

Live Notes Only

ROBINSON REMINDER

TEAR OUT WHEN ATTENDED TO

EACH memo separate; when attended to it is torn out, leaving everything ready for instant reference; hence no excuse for forgetting. Handy pocket in cover.

Every man and woman who has things to remember is a Reminder prospect. A million sold and business gets better every day. Retail prices below.

Write for a Profitable Dealer Offer

With each Reminder is an extra filler.

	Size B 3 x 5 in.	Size A 3½ x 7 in.
Handsome Black Leather	$1.25	$2.00
In Cross Grain (Asst. Colors)	1.75	2.75
In India Calf	2.50	3.50
In Cowhide	2.75	3.75
In Genuine Morocco	3.00	4.00
In Imitation Leather	.75	1.00
In Cloth (without extra Filler)	.25	.50

Ladies' Shopping Reminder, Size L 2¾ x 3¾ in., with pencil and extra filler, $1.50; in patent leather, $1.75; in Genuine Morocco, $2.25.

Extra Fillers.

Per dozen: Size B, 75c. Size A, $1.00. Size L, 70c.

Name in gold leaf on cover—25c. extra.

These prices subject to change without notice.

ROBINSON MFG. CO., 74 Elm St., Westfield, Mass. U.S.A.

SIR ISAAC PITMAN & SONS, LIMITED

have much pleasure in announcing that

ON OR ABOUT DECEMBER 1st

they will establish a branch at

ST. MARTIN'S HOUSE 70 BOND STREET TORONTO

carrying stocks of their numerous

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Wholesale agents:

Commercial Textbook Co.
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Temporary address:

27 Simpson Avenue, Toronto

COMING OCTOBER 1

ANNUAL FALL NUMBER

WATCH FOR SPECIAL ARTICLES ABOUT HOLIDAY TRADE AND ANNOUNCEMENTS IN ADVERTISING PAGES BY PRINCIPAL FIRMS



They're Telling You— "MAKE MORE MONEY"

"Enclosed find $3.00 for subscription to MACLEAN'S, 'Canada's National Magazine.' How is it I never heard of your wonderful magazine before? Don't you solicit subscriptions? Just happened to see the journal for the first time yesterday, and was simply surprised by its value.

"W. REINHARD,
"In charge of Bella Coola Hospital, Bella Coola, B.C."

"I have taken MACLEAN'S for four years and do not mean ever to be without it. It is a clean, wholesome paper, fit for the best—in other words, it is a real Canadian magazine for Canadians.

"MRS. MABEL F. OVERTON.
"Westlock, Alberta."

"I have been reading MACLEAN'S for some time, buying it at a newsstand, but am unable to purchase it here, and find I cannot get along without it.

"C. L. ROWE,
"Karluk, Sask."

"I am heartily in accord with all your correspondents who are so well pleased with MACLEAN'S. Its contents are so diversified, and yet so well balanced, that there is not too much of any one feature. I prefer it to any other magazine I am familiar with, and especially because it is genuinely Canadian in every respect.

"T. R. BROUGH,
"Carberry, Manitoba."

"MACLEAN'S is without exaggeration one of the best magazines I have ever read. There is so much worth-while material, and for so very little money. Here's hoping you keep up the good work.

"J. C. Young,
"Oshawa, Ont."

"MACLEAN'S is the best of all the magazines—American or Canadian—coming to my house.

"Dr. A. R. Griffith,
"221 Peel St., Montreal."

"MACLEAN'S is a magazine which Canadians may be proud of, and all should read.

"H. Lester Smith, Barrister,
"Riverside, New Brunswick."

"I would not want to be without MACLEAN'S MAGAZINE.

"C. A. Lusby,
"Amherst, N.S."

"I regard MACLEAN'S as a useful auxiliary in the development of Canadian citizenship. It ought to be in every home.

"(Rev.) C. W. Neish,
"Kensington, P.E.I."

Glowing letters like these pour in on us from all parts of Canada — every mail — every day. And what do they indicate?

That right in YOUR town there are piles of people who, if they were once introduced to it, would become constant and enthusiastic readers of MACLEAN'S MAGAZINE.

There's no doubt about it. Your town is just the same kind as many represented in the above letters. And there are many customers of yours who have never been urged to buy MACLEAN'S, and have never read even a single copy of this world-famous Canadian publication.

Don't let easily-earned profits slip away from you, month after month — and Twice a Month! There's a big percentage of profit on each copy! If you're not already handling

MACLEAN'S

Sit Right Down — Sign Your Name — Mail This Coupon Now!

To the Circulation Manager,
MACLEAN'S MAGAZINE, Toronto.

Please give me full particulars of your big money-making proposition to newsstands.

Name .....

Address .....

.....

THE MISSION OF THE ADVERTISING PAGES

By

WILLIAM S. POWER

President, Power, Alexander & Jenkins Company, Detroit

"The man who says he never reads advertisements, either is a proper candidate for the Ananias Club or is lacking in common business sense."

That is the way a big business man, the head of a successful corporation, put it in talking to his selling force a few days ago.

The advertising pages of the big National magazines are a barometer of business.

They are consulted by practical men and women just as the financial and social pages of the newspapers are consulted for the information they contain.

Time was, and not so very long ago, when the advertising pages were merely a direction of things for sale.

To-day they rank side by side with the editorial pages in the vital interest of the messages that they carry.

One does not often hear a slurring remark these days as to the unreliability of an advertising message.

Advertisements as a class have ceased to be unreliable.

Superlative and exaggerated claims have lost favor with advertisers.

No part of a magazine to-day is more carefully edited and more ruthlessly purged of unreliable statements than the pages that carry the advertising messages.

Advertisers have discovered that frankness and conservation and truth are the strongest allies that they can have in their efforts to win public confidence.

And so it is that to-day, as never before, men and women scan the advertising pages as carefully and with as deep an interest as they give to any other part of the magazines.

The advertising pages reach out to you in a spirit of friendship and co-operation.

That is their mission—to make a friend of you and to win your good-will.

To be sure they have something to sell you—but that is rather a secondary consideration, a by-product of advertising, if you please.

The big elemental aim is to win your good-will—when that is accomplished, the selling will follow as a perfectly natural result.

Look through the advertising pages of this magazine—note the carefulness with which the messages have been prepared—feast your eyes on the art that has been used in illustrating them—sense the friendly hand-clasp that they seem to extend toward you.

Then analyze them for yourself.

You will find that the products that are most persistently and effectively advertised are almost universally, the best and most dependable products.

That is a perfectly natural illustration of the law of cause and effect.

An advertisement is a pledge. The man who issues it puts himself on record. The public expects more of him—and almost invariably he measures up to expectations.

The development of advertising has put business on a higher plane. It has created a finer code of business ethics. It has made possible better products and lower prices. It has immeasurably increased the comforts of life by bringing within the reach of all the conveniences and luxuries that would otherwise be enjoyed only by the few.

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXVI. SEPTEMBER, 1920 No. 9

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Best Selling Books in Canada

Monthly Record of New Books

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*

H. V. TYRRELL, *General Manager* T. B. COSTAIN, *General Managing Editor*

Publishers of Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Canadian Grocer, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, Power House, Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada, Canadian Motor, Tractor and Implement Trade Journal and Druggists' Weekly.

Cable Address: Macpubco, Toronto; Atabek, London, Eng.

ESTABLISHED 1887

BOOKSELLER AND STATIONER

FINDLAY I. WEAVER, *Manager*

CHIEF OFFICES:

CANADA—Montreal, Southam Building, 128 Bleury Street, Telephone Main 1004. Toronto, 143-153 University Ave., Telephone, Adelaide 5740. Winnipeg, 1103 Union Trust Building, Telephone Main 3449. Vancouver, 39 Tenth Ave. West.

GREAT BRITAIN — LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, Mrs. E. C. Gibb, Room 1606 St. James Building, 1133 Broadway (corner 26th Street). Telephone Watson 5869; Boston, C. L. Morton, Room 734 Old South Bldg., Telephone Main 1204; Chicago, A. H. Byrne, 405-6 Transportation Bldg., 608 So. Dearborn St., Telephone Wabash 9430.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $2.50 a year. Single Copies, 20c. Invariably in advance.

EDITORIAL COMMENT

FURTHER ADVANCES

THERE is as yet no relief in sight as regards book prices. In fact, that tendency is still decidedly upward, so much so that $2.50 and $2.75 fiction will not be uncommon among Autumn issues of fiction.

Since the middle of August word from New York brought news of a further advance of 10c in the price of all varieties of leathers used in bookbinding.

A letter from a New York publishing house to a jobbing house in Toronto, dated August 12, was as follows:

"We are sorry to learn from your present letters that you think that the prices of our new books will make it difficult for you to sell them, as these prices are as low as it is possible for us to make them and all the prices of our new books will again very shortly have to be increased.

"It is still possible to get paper here if you are willing to pay something over 20c a pound for it, but for paper at lower prices than this you can book orders and obtain supplies only after months of waiting. Again, the printers and bookbinders, who now receive a minimum wage of $44, are asking for an additional $18 a week minimum wage, to take effect October 1, and threatening to strike if this is not granted. Some compromise will, I presume, be possible in the wage matter, but nothing can be done, in our experience, in regard to the paper.

"It accordingly appears most likely that some time after the 1st of October we shall again have to advance our prices all around, and this will mean an even higher price, I expect, than $2.50 for the most important of the new novels."

WINDOW DISPLAY DRIVES

SIMULTANEOUS displays throughout the retail stationery trade, of different classes of merchandise, were to have been promoted by the National Association of Stationers of the U.S., but the plan has been abandoned for the present year owing to the general shortage of goods.

To a member who is a large manufacturer, who wanted to know the plans for this year, President Bauer replied as follows:

"We made a very thorough canvass of this matter, and find that because of the general shortage of goods of all kinds and the abnormal struggle that stationers have to get enough goods to half fill orders that are already sold, makes it impossible to launch a movement of this kind while conditions are as they seem to be.

"It would be foolish to ask stationers to co-operate, for example, in making a special display of miscellaneous goods of your manufacture during a certain week in the year, when, as a matter of fact, dealers everywhere are so short of your goods that they cannot get enough to fill 'sold orders'; that, at least, is the condition wherever reported by stationers to me on this matter, and is also the condition of affairs in the firm which I have the privilege of serving as president and treasurer. So we have decided because of this shortage of supply on the part of the manufacturers, that this year is an inopportune time to launch either selling helps for the increase of stock turnover or general display of any particular line of goods at a certain time during the year to apply generally to stationers everywhere.

"I think you can get the spirit of this without any great effort to make it plain to you on our part. While we consider these two factors most important for the general trade, we are shaping them up to apply when the market is not so terribly oversold as it is during this year. As soon as the supply becomes normal again, we will have material in hand to take this matter up vigorously and effectively."

This, of course, will not affect the plans of the children's book and greeting card display weeks, of which notice will be given in this paper in due time and it is to be hoped that the booksellers and stationers of Canada will actively participate.

$2.75 FICTION

FALL fiction this year sees the advent of the $2.75 novel. That of course is not to be the ruling price, but more than one prospective best seller will carry that price. Others will be $2.50 and $2.25, but of course efforts are being made to keep many of the new novels down to an even two dollars. It remains to be seen what the attitude of the public will be toward books by favorite authors that, for possession, will necessitate separation from an amount of money more than twice the price at which new novels were sold half a dozen years ago.

NEWS OF THE TRADE

Port Colborne, Ont.—A new book store has been established by A. R. Perry. Mr. Perry was formerly with Sulman's of Chatham, and before that with Fairfield's of St. Catharines. Mr. Perry is a brother of A. A. Perry, bookseller and stationer, of Welland, Ont.

Fort William, Ont.—During the visit of the Imperial press party on Aug. 19th, Sir Emsley Carr, editor and proprietor of the News of the World, London, Eng., and Sir Frank Newnes, owner of the Strand magazine and various other papers and magazines of London, Eng., called upon John Hill, of Hill's book store. The honorable gentlemen were pleased to learn that their publications had such a good circulation in Fort William and were deeply impressed when they were informed that their magazines and papers, in some instances, had a larger sale than some of their American competitors.

COMPANY INCORPORATED

The business formerly conducted as L. Sainberg, 65 Houston Street, New York, has been incorporated as Sainberg & Co., Inc. The officers are Robert B. Sainberg, president and treasurer; James C. Sainberg, vice-president and Philip C. Stone, secretary.

The firm will continue the manufacture of various stationery specialties and add further to the line and extent of its manufactures.

NOW IN NEW HOME

The new firm of Sinclair, Allen & Co., manufacturers of fine stationery productions, are now located in their permanent home on the fifth floor of the big new "Daylight" Building, at 366 Adelaide Street West, Toronto.

An idea as to the size of this building is indicated by the fact that the floor space on each flat is over 17,000 square feet. Sinclair, Allen & Co., in conjunction with the publishing business of Thomas Allen, has taken one whole floor, the move from the old quarters at 215 Victoria Street having been made late in August.

Several Kingston merchants were taken in to the extent of ninety dollars each, when they accepted checks from a young man, which proved to be worthless. This young man, who gave his name as Edward Durand, presented checks certified to by local banks. Having deposited at least nine dollars, Durand had little difficulty in getting his check for that amount certified, but later he raised the check ingeniously to ninety dollars, and with the certification mark on it, the check was easily passed.

PITMAN'S IN CANADA

Sir Isaac Pitman Sons, Ltd.,, of London, England, will open a Canadian branch in charge of F. G. London. Mr. London is now in Toronto, his temporary address being 27 Simpson Ave. Arrangements have been made to occupy quarters at 70 Bond Street. The branch in Canada will enable the house to render greater assistance to their wholesale agents, the Commercial Text Book Co., and the Copp Clark Co.

The House of Pitman is one of universal reputation in connection with shorthand publications and such rapid progress has been made in the Commercial, Educational and Technical sections that the establishment of this Canadian depot has become necessary.

Mr. London has been with Pitman's since 1903 having since that time become well scheduled in all branches of the business. He spent three years overseas with the Imperial Forces during the war and for part of that time was attached to the Canadians, as may be recalled by those who served with the Canadian Siberian Expeditionary Force.

FACTS AND FANCIES ABOUT INK

The four greatest needs of man today are food, clothing, shelter and ink. The first three take care of his animal wants, and ink raises him into an intellectual realm above the lower animals.

How do we know to-day what happened in the reign of Caesar? The answer is ink. Without it history were legend.

How do we know what happened in Europe yesterday? The answer is ink. Without it we could have news only from as far as a messenger travels.

How do we prove our right to property not in our possession against a squatter who has pre-empted it? The answer is ink. Without it possession would be determined by the big stick.

All knowledge from the past as well as what we wish to hand on to the future depends on the use of ink. The working of our whole business structure to-day depends on ink. Not more than one out of ten of today's transactions would be possible without ink.

How important, therefore, in every day life is the use of ink; and how vital is it that the ink we use be such as to insure the legibility of all transactions at such future time as we may desire to consult them.

RECENT ENQUIRIES

Playing Cards

Kindly advise what the war tax is on cards and how it is collected?

Ans.—15c a pack over $2 and under $3 a dozen; 25c a pack over $3 and under $5 a dozen; 50c a pack over $5 a dozen; to be placed in stamps on packs.

Road Maps and Best Road Books

Please advise where I can obtain Automobile Books, Books on best roads and road-maps of Ontario.

Ans.—McClelland & Stewart, Ltd., 215 Victoria St., Toronto; Musson Book Co., 366 Dundas E., Toronto; Thomas Allen, 366 Adelaide St., W., Toronto.

Photo Mailers

Can you give names of firms manufacturing photo-mailers in Canada?

Ans.—Thompson and Norris Co., Niagara Falls, Ont.; W. J. Gage & Company, Toronto.

EXCISE TAX OFF SCHOOL BOOKS

Since June 17 an excise sales tax of two per cent. has been collectible from all publishers of school books. The Minister of Education has now notified the school book publishers that this tax should not be charged to the account of the purchasers of the books, whether retailers or individual purchasers. The tax will be paid to the Inland Revenue Department by the publishers, who will receive from the Department of Education the full amount of such taxes on presentation of certified monthly statements.

BAPTIST BOOK ROOM

The Canadian Baptist Bookroom, 223 Church street, Toronto, has been taken over by the American Baptist Publication Society. The transaction has been closed and the American society will in future conduct a book store and Sunday School supply business on the premises.

The Canadian Baptist will be continued and Canadian editions of certain Sunday School papers with Canadian editing and supplying material will be issued under the general oversight of the Canadian Publications Board.

STORE ARRANGEMENTS

The internal arrangement of a store must be considered. The layouts of the counters and shelving, the manner in which the goods are displayed, are exceedingly important factors in creating a favorable impression on the customer. Of course what will appeal to one person may not appeal to another but the retailer can solve this problem by laying out his store in a way that appeals to the greatest number.

Selling Power of Window Display

Show Cards Are Essential in Window Trimming to Secure Necessary Selling Force—Help to Put Your Message Across

OF ALL the mistakes made in window trimming none equals that of leaving out the show card. In countless thousands of cases it has meant the difference between a sale and no sale.

"Goods well displayed in the show window are half sold." There is much truth in this statement, but the fact remains that they are only half sold. Goods only half sold are no better than goods unsold if the sale is not completed. Your window display may be so attractive that it will cause almost every passerby to stop and look, but if it fails to get prompt action on the part of the onlooker and to entice him into the store to make a purchase, the display lacks the most essential factor—that of "selling power."

The aim of the commercial window is to sell goods, not merely to display. Almost any kind of a window display will sell some goods, but we must, therefore, enhance the value of our display space and increase the efficiency and "selling power" of the displays.

The window display space is a mighty big factor in the rent we pay, therefore we should make the very best use of it. We are apt to attribute the high rental to the location, forgetting that the location would be worth but very little if it were not for the fact that through the display windows we are able to take advantage of the location.

The man who is surcharged with enthusiasm and a genuine love for his work will keep his think-tank busy all the time and new ideas will germinate faster than he can take care of them, and he will make the window produce more sales than any two salesmen employed in the store.

The big idea is to make your window displays stop, attract and sell — and the biggest of these is "sell."

Window trimming, like personal salesmanship, to be successful requires organized action. The display must involve the human equation. It must follow very largely the same line of action as employed by the salesman. It must first attract attention, arouse interest, and finally create a desire to possess. If your display falls down on any one of these steps it cannot succeed.

However, we cannot always gauge the value of a window display by the number of sales it makes direct, because the results of a good display will be felt weeks, even months, after the display has been removed. But it should always be the endeavor of the trimmer to put in displays that will produce immediate results as well as future results; for it is this sort of a display that pays, and pays big. The window that does not produce immediate results is simply lacking in "selling power," and the wideawake trimmer can very quickly supply the "selling power." Many an attractive display has failed to produce results because it lacked punch.

In personal salesmanship we know that in presenting an article to the customer we must create a desire for that article in the mind of the customer or no sale results. In order to create that desire we also know that we must tell the customer of the splendid qualities and merits of that particular article in such a way that the customer will want to buy the article. This is also true of the window display, if it is to "sell." The rules for successful window selling are identical with those for successful personal salesmanship.

Good show cards are the making of many displays; while the display is stopping the passerby the show cards sell him the goods. They put pep, snap, and ginger in the display. They furnish the punch, the "selling power," which is so essential to the successful selling window.

The passerby, as he gazes into your windows, isn't under any hypnotism from a salesman. He stands outside of the store, a cold being—nobody at his elbow to convince him of the merits of the article displayed. He can't reach out his hand and fondle the article. If the display is to create a desire for the goods it must talk to the onlooker, and its only method of talking is through the show card. They tell him of the definite features and functions of the article.

Window displays are limited in size, and it is therefore impossible to give an entire sales talk in the window. However, through the use of the show card you may bring before the onlooker all the important features and facts of the article. Remember that a display of one single line, well arranged and accompanied by suitable show cards, will prove far more effective and result in a far greater number of sales than a window full of various articles, none of which can be displayed properly nor leave room for sufficient show cards.—The Standard.

WINDOW DISPLAY HINTS

Motion will draw a crowd. Motion is good for a setting, such as the employment of mechanical toys and showing of Ouija boards for example. It has been the fault of window dressers that they have not sufficiently waked up to the idea of employing motion in toy windows.

The window backgrounds and tasteful display equipment show off fine goods to the best advantage. The attractiveness and appeal of an article is greatly enhanced by the right surroundings. A well-fitted up show window is one of the best investments a merchant can make if he is selling a line of goods that sell themselves when exhibited.

The use of price tickets in windows is desirable when you want to clear out a given stock of goods. As a rule, however, more than half of women shopping can be induced to enter a store and ask for prices after seeing goods in a window, regardless of whether or not goods bear price tickets.

Birthday toy-windows show such articles as construction toys and magic sets. In other words, show goods which teach the child to develop his practical faculties, for example, by playing with building blocks.

SMALL DISCOUNT ON PURCHASES

By way of getting as much business in the first part of the day as possible, rather than in the afternoon, and a short time before closing as is sometimes the case, one merchant who conducts a large trade offers a small discount on all purchases made before ten o'clock in the morning. The discount not only distributes sales better, but brings in a much larger volume of business. A customer arriving at the store early is likely to remain longer and make a greater number of purchases.

STIMULATES SALES

The use of a small goods counter at set prices of 5, 10 and 15 cents has given a distinct impetus to trade in some stationery stores. Tables are provided on which are baskets containing articles at these prices and plainly marked with price tickets. It has been the experience that customers will interest themselves in the lines thus displayed, being interested in inexpensive articles for use in the home.

IF I WERE A STATIONER

The Southwark National Bank, Philadelphia, organized back in 1825, and one of the institutions of the southern section of the city, lately began the publication of a little journal designed to cultivate good feeling between the business and the financial worlds. In its August issue there is a suggestive little article entitled, "If I Were a Stationer," the burden of which is that the placarding of an offer to supply fountain pen ink free or the placing of a pencil sharpener outside the building and convenient to passing throngs constitute a splendid advertisement for up-to-date stationers and probably will lead to sales.—Walden's Stationer.



Novel Schemes That Have Helped Business

AN INANE CRY!

Strange as it seems, there are still some men and women in the book and stationery business who persistently refuse to admit that the trade paper is a most essential part of their equipment. Generally speaking these are the people who are standing still, but you cannot tell them this for They Won't Read.

"No time to read!" You who are now reading this article and who are perhaps the busiest man within two miles of your store can scarcely realize that there are still dealers who never read. Can you imagine a business man of these days, when the brains of the world are at his feet, who actually resents advice?

The book trade, more than any other class of trade, is absolutely dependent on reading. The man who has his shelves lined with books and who cannot tell his customers what is inside the covers is at a terrible loss. People expect that the bookseller, like the librarian, should be a man well-informed on almost any subject. His environment demands it.

Reading should not end with the head of the business. The employer owes it to himself that he cultivate reading among his clerks. He should try to develop in them good taste in literature. It might even be helpful for him to divide up his various lines of reading material, letting each employee become versed in the branch which attracts him most. This would create an atmosphere of books about the place which would soon be noticed by the customers.

Apart from what he has in stock, the bookseller and stationer should be alive to everything which relates or nearly relates to him. In these days of commercial innovation, he should watch the advertisements of his competitors, note the establishment of new concerns and publishing houses and follow with interest developments in the methods of store-keeping.

Beyond the utility end of it all there is a vast amount of happiness derived from reading which is reflected in the dealer himself and is felt by those who enter his store. Common sense should tell a live business man that if he has no time to read he should take time. Don't let your trade journal lie unopened on your desk. It is your best source of information and will keep you in touch with methods which mean progress.

DON'TS TO SALES CLERKS

Don't say: "Is that all?" The customer feels that you are anxious to get him off the premises.

Don't chew gum. The reason is sufficiently evident.

Don't hum while the customer is deciding. If your reason for doing this is to hurry up a purchase you will find it has the opposite effect.

Don't gaze out the window while making a sale. Customers like to think that they are a little more important than a passing street car.

WAGE RATE BOOKS

A very large number of the people who come into your store have a weekly or monthly payroll to make up. How many of these people are acquainted with the Standard Wage-Rate Tables. By the use of this handy book a timekeeper or paymaster can make up a payroll quickly and accurately, and save the annoyance of correcting mistakes.

But these tables are not only for the paymaster. The cost accountant, the estimator, or anyone handling figures can use this book to great advantage.

Engineers, architects and contractors will find this book a big help in estimating and in the numerous calculations required in computing earth and concrete.

The tables are also used as conversion tables of units of measures, weights, etc.

We suggest that you place several Standard Wage-Rate Books in a prominent place in your window, with a card lettered as follows:

Bookkeepers, Time Clerks, Estimators
Ask for Information as to
How This Book Will Help You

Have several displayed on the counter, and have your clerks explain its possibilities to customers. You will be surprised at the number of people who have use for it.—"The Standard."

Regina, Sask.—In order to liven up business in the Toy Department during the month of June, R. H. Williams & Sons advertised a sale giving 10 per cent. off all toys featuring such items as coaster wagons, kiddie kars as well as small toys.

SALESMANSHIP

Merchant: What can I do for you?

Purchaser: I want to get a ledger.

Merchant: There they are; what kind do you want?

Purchaser: I guess this one will do.

Merchant: A dollar and a half.

Merchant wraps up the ledger, gives customer his change, and walks away.

Now suppose this conversation, instead:

Merchant: Good morning, Mr. Jones. How's the dry-goods business to-day?

Purchaser: Fine; got to have a new ledger.

Merchant: Bully for you! Say, I've got something here that will just suit you. Been using one myself, and it saves me a lot of work and keeps the accounts straight. See that paper?—takes ink great, and when erasures have to be made it leaves a good surface to write on. And see how conveniently it's ruled, and what a durable binding it has. You'll like that."

Purchaser: I'll take it. How much?

Merchant: Two dollars; and great value for the money. And say, here's a dandy day book that should go with it. With a business like you're building up you should have the best tools to work with. How about one of these?

Mr. Jones without doubt will appreciate the interest shown in his business to such an extent that he will take the day book and will be a good, steady customer.

A handy pair of brothers to have around are those two willing fellows—Courtesy and Interest.—The Standard.

Speaking of the stationers' chances to make money out of handling phonographs and records, one dealer said to Bookseller and Stationer:

"In order to do it right it is necessary to have a fairly full line of machines, and all of the records. It is not advisable to advertise records if you do not have every one which may be asked for. It is not only the latest records which are bought. People who own machines like good music. To supply their wants, a dealer must carry every record he can possibly handle. This runs into money, and the chap who is at all afraid to step out and spend the cash at the outset, is going to find that he has made a mistake.

"Look into the possibilities carefully; then go after it right. Do not play with it. Often a thousand dollars is thrown away where two would have made a good investment."

The Traveller Who Pities Himself

Being the Story of George Hall, Star Salesman, and What Happened to Him When a Slump Came

"IT IS a peculiar fact, but nevertheless one that salesmen still believe, that a house likes to fire a man. On the contrary, if there is anything which hurts the sales manager's standing, it is when he has to admit that he picked a poor man, which he does when he must let a man go. It costs money to pick unsatisfactory men. The only difference between the sales manager who succeeds and the one who does not lies in the ability of one man to develop a sales force which can get the business while the latter doesn't do it. So one is a success and the other is a failure. I have in mind one sales manager who was so mild and easy-going that he rarely found fault with his men, yet, when, due to a poor showing, he himself was called to account, he finally did turn upon some salesman who was failing to get the business, and relieved himself of the most brutal tirade imaginable.

"When a salesman falls into a slump and when his sales manager happens to be of the type mentioned, then the trouble is apt to start."

The foregoing is from an article by A. H. Dente in "Printers' Ink" under the caption of "When the Travelling Salesman Feels Sorry For Himself."

The writer went on to tell about George Hall, a star salesman who drifted into a slump and got in bad with his sales manager because Hall, having been a star salesman went stale just when several of the other road men on the same staff hit the down grade.

The aggregate drop in sales wrought havoc with the relationship of the sales manager to the firm and in turn that worthy let himself loose on poor Hall, who weakened and grew peevish instead of bucking up to show his real class. He nursed a grouch and began to tell his troubles to some of his best friends among the trade. Next he told them to some salesmen on the road.

All this time his record was showing up poorly, but instead of gathering himself together, he began to think up excuses and reasons. When he got his regular monthly letter telling him of his poor showing, he began to write in long letters explaining the lack of business. Being a good salesman, it did not take him long to tell himself the reasons why business was not coming. He began to find fault with the line and that directly injured his sales talk. He began to find fault with the credit department, and as a result he lost confidence in that end of the business.

It was not long before he had mentally formulated a series of trials and difficulties to which he was subject. And these troubles and difficulties became so monumental that they overshadowed all the good points he used to see in the line.

As a matter of fact the house kept him much too long for his own good or its own good, but the trouble was that nobody knew what was wrong. Hall was sincere in his own way and was really doing his best, so far as he knew, but he was working against an unconscious haandicap. He was coming to feel sorry for himself and having a perfectly good time pitying himself. So while he apparently did his best and really felt he was trying, he was mentally unfit to get the business, and he didn't get it.

On the other hand, the executives of the house thought he was shirking his job and even began to accuse him of disloyalty. To-day they are convinced of it, because after Hall left them he got a job with a competitor and began to do good work.

Now, knowing Hall and having heard him tell of his troubles, and also knowing his house and his former sales manager, it is not hard for a third party, standing at a distance, to see the whole thing from both sides.

It may be possible that the picture which presents itself to us may enable us in our own work at some time or another to recall these facts and apply them.

First of all, we must keep in mind that while both the sales manager and the salesman may have personality and temperament, the fact remains that the sales manager must be able to submerge his own feelings and consider only the other man—the man who is working for him and for whose showing he is largely responsible. The sales manager may be "getting his" from the boss higher up and may be rankling under pretty tough criticism. Yet it is his job to remain calm and sweet and confident and enthusiastic as far as the salesmen are concerned. If a salesman or a group of salesmen get the impression that their sales manager is not in the best of standing, it is the natural thing for them to lose confidence in him, and once they start losing confidence the sales maanger's "goose is cooked," because the men look to him for the source of energy which keeps them going.

In the case of Hall, he and his sales manager got out of harmony and out of sympathy. The sales manager let feelings persuade him that Hall was shirking and was not giving him the best that he had in him. On the other hand, Hall got it into his head that the sales manager "had it in for him" and was not giving him the proper support.

Little things which in themselves meant nothing were taken by each man as personal affronts. While Hall was as much to blame as his sales manager for this childish attitude, nevertheless the sales manager was the man actually responsible for this condition, because he was the man paid to keep personalities out of the running of the sales end of the business.

In falling down, Hall naturally injured himself, but what most concerned the house was that he injured its standing, lost customers which were taken away by other houses, and finally was taken off the job with his territory pretty well demoralized. It was a case of lack of thought and judgment and foresight on the part of the sales manager in letting one thing lead to another and ending up by Hall going stale. And the only thing that really happened to Hall was that he got to pitying himself and feeling abused and imagining a lot of things which were not so.

Kelowna, B.C.—Wm. Crawford, bookseller and stationer of this city, was a very busy man on August 9 and 10 and the preceding days of preparation for the annual regatta, Mr. Crawford being president of the Aquatic Club. There were war canoe and rowing races, swimming and diving contests and other water sports.

It will be appreciated that this connection with so important an athletic organization caannot fail to prove beneficial to the business of Crawford's book and stationery store, particularly in sporting goods, which branch of the trade is steadily increasing in yields of profits in these stores.

OLD BUT TRUE

That old saying, "A pleased customer is the best advertisement," is just as great a truth to-day as the day it was written. What can equal the trade-making value of a satisfied customer? What can equal the trade-killing power of a dissatisfied one? The man who is well pleased not only gives his own trade, but he influences business by telling others. This personal endorsement is what is needed in business. Advertising will attract people to a product, competent salesmen and satisfactory goods and prices will make the first sale, but a customer's good-will must be secured if the business is to be made a permanent success.

WHY SHE DID IT.

Eva S.———, twenty-four years old, a maid employed in Jersey City, was locked up in the West Thirtieth Street Police Station, charged with grand larceny. She is alleged to have stolen $160 worth of articles from a Sixth Avenue store.

The explanation she gave was that she saw a sign in the store which read: "Customers, please take small packages home."

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Kitchener, Ont.—Goudie's Limited, who conduct a department store, advertise their "Toyland" as being always open. Dolls are featured from 5c. to $7.50 each. The toy stock includes friction toys, airplanes, tool sets, iron and wooden toys and games of all kinds.

SOMETHING TO THINK ABOUT

Advertising to-day is a necessity and an asset.

Advertising has been hurt by emotional appropriations.

Only twenty per cent. of our business men vote.

Merchants must figure advertising cost in their budgets just as essential as rent or labor.

It has been stated that before the war only one hundred Americans had an international vision.

Trade journals enable business men to keep a finger on the pulse of every industry.

It is as important to know the cost of distribution as to know production costs. The Government should make a survey of our jobbers and retailers and their merchandising costs.

PRAISES TRADE PAPERS

"As a national advertiser I should value more highly the services of an advertising man familiar with the trade journals in my industry. I am fearful that our manufacturers, merchants, and advertising men do not appreciate the trade publications which are doing so much from a scientific as well as a practical standpoint in stabilizing conditions and working out the many problems existing in their respective fields. When I was Chairman of the Federal Trade Commission I made it a point to have the principal trade papers in the U. States sent to me regularly. These were read not only by myself but by the entire staff so that we might have a finger on the pulse of the country's industry. Advertising agencies placing national and international advertising could well insist on every man in their employ reading the trade journals of the industries of their clients so that they may keep themselves currently informed on the conditions in the business for which they are writing copy. I believe in the business journals. I have been closely associated with the work of many and have made a study of them, and I am firmly convinced of the editorial strength of many of these publications."

—From an address before the Associated Advertising Clubs of the World, at the convention in Indianapolis.

"DOLLAR DAY" IN HAMILTON

"Dollar Day" is an annual event in many towns and cities and serves in a most effective manner to enable merchants to drum up a lot of extra business by their united efforts. Heralded far and wide, these sales bring in buyers not only from the countryside, but from adjacent towns and villages.

On this page is reproduced part of an effective "Dollar Day" advertisement published in the newspapers of Hamilton, Ont., on the occasion of this year's "dollar day" in that live city.

The offers, it will be observed, are attractive and needless to say they brought in many purchasers to the Cloke store.

RETAIL ADVERTISING

SOME most significant points for retailers were brought out in an address to the retailers' section at the recent convention of the Associated Advertising Clubs of the World by Jesse M. Joseph, of Cincinnati. He told how the leading department stores and chain stores build up business through good advertising. He said in part:

There are 1,140 department stores doing an annual business each of $200,000. What does it cost? 2¼ per cent. to 5 per cent. for advertising!

There are 200 "chain stores," systems of many kinds. They operate (in your town and in mine) more than 25,000 retail stores.

Do they do business? I'll say they do!

How do they do it so successfully? Can they buy so much cheaper than you? No!

Is their overhead so much lower than yours? Certainly not!

Do they mark their goods so much higher than you? Evidently not.

Secret of Their Business

The secret of their business is in:

Volume.

Quick turnovers.

In proper merchandising.

And how do they achieve all of these things?

They advertise!

And how much does it cost? Two per cent.

Do you understand what I am driving at?

The mail order houses and the department stores and chain stores that advertise do more than 25 per cent. of all the retail business done in America, and their proportion is growing all the time. Yet altogether they represent only 30,000 of the retail stores in the country—or about 3 per cent.

And to you there is only one way to meet that ever-growing competition, and that is to fight them with their own weapons. Heed the handwriting on the wall—"Advertise"—"Advertise now."

Dollar Day
AT
Cloke's Bookshop

We join in the big Dollar Day event whole heartedly and offer you many exceptional bargains. You will be well repaid if you visit our store Thursday.

A few of the special offerings —many others on our counters.

LINEN NOTE PAPER

Extra quality, 3½ qrs. to package, worth 20c qr. Clearing at 23c a pkg. Only a small quantity.

5 Packages for $1.00

PARISIAN POST

Dainty Linen Paper and Envs., with red or blue border, regular 60c box, 24 sheets and 24 envelopes to a box. Just 260 boxes.

3 for $1.00

JOB LOTS STATIONERY

Odds and ends of Stationery done up in bundles. Big value.

Per Bundle $1.00

LADIES' PURSES AND HANDBAGS

Special clearing of Ladies' Handbags and Purses, worth up to $4.50.

Clearing at $1.00

RECENT FICTION

A lot of splendid stories by the best modern authors. Published at from $1.00 to $2.25.

2 for $1.00

MEN, WOMEN AND MIRTH

A clever book of pictures and humor taken from "Life," and other handsome illustrated Gift Books, published up to $5.00.

Clearing at $1.00

WALL PAPER

Bundles of paper, all that is left of many handsome papers, worth many times the price.

Clearing at $1.00

Free estimating Coupons for the Coffee Contest given to all visitors to our store on Dollar Day.

Cloke & Son
16 WEST KING STREET

If I Were A Retailer

How I Would Sell School Supplies—Seasonable Suggestions for Canadian Stationers.

"THE COACH"

SELLING school supplies is similar to all other seasonable sales in that the buying is the great essential. The line must be well selected and in doing so, staple merchandise, if adhered to, will bring the best results.

Pencils, penholders, rubber erasers, pens and ink—these are the prime requisites together with paper and note books, etc. Buying standard numbers makes undue persuasion unnecessary, for the student like the office man has discovered the name of the manufacturer that stands for quality and endeavors to get that line. A substitute is accepted if offered, but it is liable to be taken with prejudice and the confidence the retailer should command in his newly-found customer is lost.

The retailer is often attracted by the additional profit an inferior article might bring, but the successful merchant sees farther ahead in that a steady customer is really the best asset and in the end is the biggest profit producer. Has it ever occurred to you that a manufacturer who offers you "as good" an article at "a less" price is either deceiving you or himself? If the article is "as good" he need not cut the price to establish a demand for it.

Having selected a good stock, what is the most effective way of selling it? Go back to "childhood's happy hours" again and what was it first attracted your attention when you were buying your school outfit? You looked upon the window that displayed an array of all the things a boy or girl would like to tuck away in the good old-fashioned sensible school bag. It made you wonder whether you had money enough to buy all that you wanted out of that window and if you didn't have money enough what were the things you most wanted?

So then the most important thing in the selling of school supplies is to make your window your best salesman. Display the principal items like school bags, school straps, rulers, note books, tablets, etc. Arrange them in a manner that commands attention. Use the manufacturer's window signs — a large pencil, mammoth bottle of ink, or some striking feature that will arrest the attention of the passerby and cause Peter to stop and call Paul to share with him the bliss of seeing what really a boy should have in school.

Having stopped your prospective customer you can induce him to enter by offering "something for nothing." A "youth" is no different from a "grown up" in that we all like to get "something for nothing." It isn't necessary to give away an article that would greatly reduce your profit by so doing, nor is it wise to put on the "free list" anything that you ought to sell and make a profit on. For instance—it has been the custom to offer as a bonus a ruler bearing an advertisement of the store, but why do this, when you have rulers for sale? A very useful and welcome article is a good blotter—something artistic—a nice design and good quality blotter (manufacturers have these for distribution). Put a sign in your window reading something like this: "Come inside and get a good blotter free."

Having succeeded in getting your customer inside, don't let him go before you have sold him all that he needs. To avoid overlooking anything put out on a special counter all that would be necessary for the beginning of school. This need not be confined to the items already mentioned, but add baseballs, masks, tennis rackets, and similar things.

Don't forget that on such articles as will permit of it, that you put your name, address, and telephone number on with a rubber stamp, so that if your young customer likes the way you treated him and the goods are all of the best make, then should anything further be needed, the store will be easy to find again, and the pleasure of renewing old acquaintance will be mutual.

In the words of this classical little ditty:—

He who has some goods to sell
And whispers the details down a well
Is not so apt to collar the dollars
As he who climbs a tree and hollers.
—"The Standard."

Just put a little more effort and energy into your job than seems necessary—it pays.—"The Standard."



HE'S GOTTA COME DOWN

--Talburt in the Toledo "News-Bee."

Comedy the Keynote in New Toys

News of the Toy World—Toy Novelties in Evidence for Use at Adult Parties.

That manufacturers realize the great demand for toys that the grown-up can use, is evident from the large number of toys now being made for Hallowe'en surprise parties, New Year's Eve and bazaars. Ping-pong is being revived and the bats now used are of sandpaper with wooden frames, which are better than the old kind. One firm, Nerlich and Co., of Toronto, are also stocking new parlor games of the bowling-alley variety which retail at about $6.00. Another game which is quite as interesting and as difficult as any you will see down the Midway at the Toronto Exhibition, is the Indian-head target game, which costs only 50c. French chess games are shown at prices anywhere from $2.50 to $20.00.

Of course there are always new toys for the child. The 'Tru-to-Life' animals made by Dean and Co., of London, England, are as good an investment as a customer can make. These are rather expensive, (from $2.50 up), but the animals are much better shaped than the average stuffed toy, they are washable and very durable. Miss I'm-a-Walker is also a new toy for the young child which sells well.

For the boys there are many new mechanical toys. Other novelties include electric trains which can be run by house current and mechanical tractors run by caterpillar traction with a motor strong enough to lift the toy up hills. This toy retails at $7.50. The Turnerville Trolley is a very good boy's toy. It is attractive and well made.

The girls have their new dolls, too, from the lovely Baby Ella to the stockinette doll. For $5.00 retail metal dolls may be obtained. These are enamelled, with spring joints. Chesterfields, just like the ones at home, and made in Canada are retailed at $5.00 and the chairs to match at $2.50 each.

NO ADVANCES IN TOYS

Atlantic City, N.J.—Food and fuel may cost more, but high cost of living is not going to affect the toy situation, so far as the next holiday season is concerned, it was authoritatively proclaimed in a conference of members of the American Association of Toy Manufacturers here. This prospect is due to the fact that toys to be marketed between now and Christmas were contracted for last spring under conditions then prevailing.

Leading toy producers of the nation, who came here to outline plans for a $60,000 publicity campaign, asserted that unlimited funds are available for preserving the war-created supremacy of made-in-America toys. Show windows as well as printers' ink are to be employed in creating a greater demand for worthwhile toys. They assert that the threatened German bid for the American toy market has not yet been felt. It is probable that a considerable number of German made toys are being brought in, but the total is too small in the aggregate to be even felt by the producer, they say.—Philadelphia Record.

COMEDY THE KEYNOTE

"Humorous toys are the demand of the hour," said a Fifth Avenue, New York toy dealer. "Comedy is the keynote and the toymaker who can make the funniest hits is sure to sell the most toys. Somehow the world gets the idea that the children want humor. It has to be admitted that to a superficial mind children are found of fun. It is the superficial mind that rules in any markets where fads or fancies are the main consideration.

"Toys are fads with children, who laugh at all toys. When a child makes a drawing it is crude and looks funny. As a matter of fact, the child's controlling motive is reality, not a caricature or humor. When a child sits on a chair with a plate in his lap and pretends to be an automobile he is having a merry time, and so is the grown up who looks on at the performance. All the time the child's main idea is to simulate the automobile. To the grown up it looks like a comic hit.

"One customer of ours fully illustrates why the world is so full of funny toys. He bought a great quantity of wooden horses with square legs and bodies, the tails mere blocks of wood, heads the same, marbles for eyes. He bought comedy dogs, chickens and elephants by the dozen, also freak doll babies.

"You must have a great many children," beamed the happy clerk, while footing up the large order.

"'Children nothing,' growled the purchaser. 'I saw those things in your show window and they looked so funny that I decided to take a lot of them up to the club to play with. It will be a big hit with the boys.'"—Playthings.

JAP INGENUITY

A buyer in London wrote recently as follows:

"I visited this week the warehouses of three different firms of Japanese importers, and was much impressed by the ingenuity which is being shown by Jap manufacturers. A new "line" consists of fountain pens made of some light fibre, which, packed in boxes with the usual glass fillers, can be sold at a profit for sevenpence halfpenny in London. Japanese lanterns, once so popular at garden fetes, have begun to appear again for the first time since the war, and I was shown crates full of the little ivory figures which are now so fashionable as ornaments for vanity bags, umbrella tops and powder boxes."

TOY BALLOONS

London.—The makers and vendors of toy balloons are having the time of their lives just now. Formerly these fragile colored globes, filled with ordinary air, were merely playthings for children.

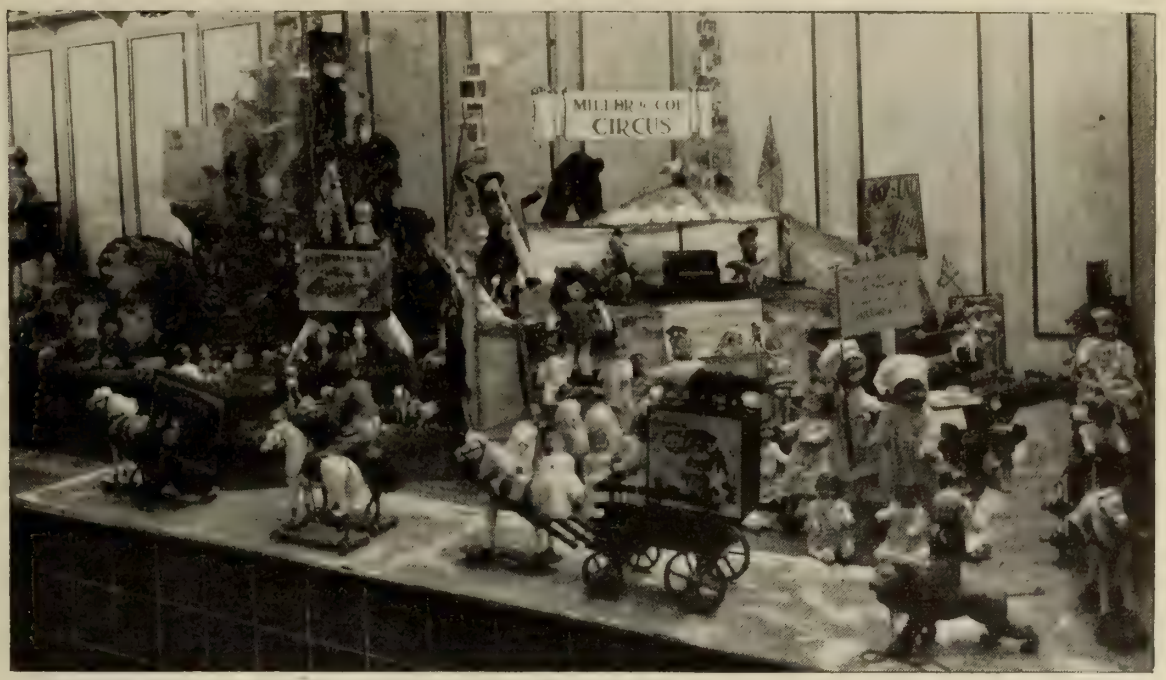
Some little time back, however, some genius hit upon the happy idea of inflating them with hydrogen gas, thereby rendering them of course very much more buoyant. As a result, they have developed into something of a society craze. No up-to-date river girl, lolling in her punt, thinks her get-up complete unless she is dangling one aloft at the end of a string.

The craze has been taken up avidly, too, by holiday makers at the seaside, where it has become quite the thing to have one attached to one's deck chair on the sands, while many fair bathers take them with them when going for their morning dip.

PICTORIAL SOAP

An interesting cake of soap is the product of the Pictorial Soap Co., 14 West 40th Street, New York. Its use as an advertising medium is of a most substantial nature, because of its composition. This soap is made in many designs, such as pictures, alphabetical, etc. The imprint of a picture or letter on the face of the soap is permanent and will not erase, but remains intact until the entire cake has been dissolved. This is made possible by the fact that numerous layers of paraffin cover the face or illustrated part and the water therefore has no effect upon it whatsoever, as the vulnerable part of the cake of soap dissolves first, as there is no covering to protect it. This Pictorial soap will soon be in evidence throughout the various gift and art shops, as it offers an exceptional opportunity to the person presenting his or her friends with a useful and attractive gift.

Successful retail selling actually rests on a thousand and one details. All must be performed well in order to make all conditions right for the favorable impression you wish to create. And the more carefully the retailer studies the methods of improving these details—the greater are the resulting profits of his particular store and the larger his clientele.



A strikingly attractive window display of toys at the store of Miller & Coe, Vancouver, B.C.



Suggestion for silent salesman display of cut glass. This is a line which many stationers are already selling and those who are not doing so would find it a ready selling and profitable side line.

Greeting Cards and Gift Novelties

Some Good Advice as to Displaying Cards—News About Interesting New Novelties.

IT isn't every dealer who makes a success of greeting cards. It is only the man who has faith in the profit-producing power of cards who can really make them go. The most potent factor in successful card selling is display. Every time a customer enters a stationery store there is a very good chance of his going out with a card if these are shown so as to attract his attention. The second factor is stocking cards for every occasion. People have learned the value of cards. The rush of modern times, a certain amount of sentiment which everyone has somewhere in his make-up, and the enterprising manufacturer, have all contributed to place the greeting card where it now stands in the business world.

Cards which are bound to be big sellers next year are those for Mother's Day. In the United States this event has come next to the Yule-tide season for some years, and for last Mother's Day in Canada the demand was greater than the supply.

The McClelland & Stewart Company of Toronto have expressed the opinion to Bookseller and Stationer that for the coming season 75 per cent. of the Birthday cards which sold will be humorous ones. In their line they are showing a very fine line of these, each card itself being artistic and the sentiment in good taste.

The Poor Correspondent Card is a good seller. These are a profitable line because suited to evervone and for every day of the year. "Thank you" cards always sell.

A new line in Children's Place cards are now in evidence. They have familiar fairy stories which every child loves. Then there is the card from Daddy. Never a day but some lonely traveller passes a stationer's window and wants a card to send home.

The Greeting Card business has come to stay and the sooner the retailer realizes this, the sooner will he not only see an increase in profits in this line but in his trade as a whole.

BEGIN NOW TO SYSTEMATIZE

Do you realize that you lose from 20 to 30 per cent. every post-card rush season, when you keep to that antediluvian method of displaying all your cards on the counter? Have it different this year. When your Christmas stock arrives, make attractive posters showing samples carefully indexed, of all the lines you carry, with the prices on each. Your customers will appreciate it too. You will be saved the loss of numerous cards through tearing and soiling and the purchaser will save time and patience by not having to sort for 15 minutes to obtain one card.

MUSEUM POSTCARDS

NEW interest in postcards is encouraged by the following indication of how postcards help along the appreciation of what is seen by visitors to the British Museum. This is from "The Periodical," issued by the Oxford University Press.

"During the recent debate in the House of Lords about public museums and galleries the British Museum 'pictorial' postcards were specially praised. Lord Sudeley could imagine nothing better than the free, popular lectures given at the Museum enforced by the packets of photographic reproductions dealing with the subject — 15 for one shilling. He quoted a letter from Sir Frederic Kenyon stating that in 1919 nearly 260,000 picture postcards had been sold, at a profit of about 45 per cent.

The Archbishop of Canterbury said that the ready sale of these "study" sets of cards 'will not surprise any of your Lordships who have got hold of a few of these packets and have seen how for a shilling so much valuable, interesting, and bright popular information is given. They are artistic, historical, and geographical. . . . The German medals issued during the war are all of very remarkable interest just now. . . .

"'These objects (in the Galleries), mysterious and obscure to most people who wander round in a vague way, not quite understanding what to look for, can be wonderfully elucidated not only by the lectures which are given by the guides but by the little packets of postcards which enable anybody to inspect the objects with intelligence and understanding. For the expenditure of 1s. a series of 15 cards illustrating a particular set of objects can be obtained. The beginning of the appreciation of these objects is, I am sure, an enormous gain. The postcards are now largely used for schools, and schools are being introduced to the museums. Our central museums are thus becoming more what they ought to be. The educational value of all these things is not to be easily estimated."

GIFT SHOP NOVELTIES

Among the novelties for gift shops are new models of fans, baskets, small wooden articles, quaint ideas for little folk and for use as prizes or small gifts.

Recently several lines of interesting metal objects have been added, while the latest addition is a collection of imported bead bags, necklaces and girdles. Recently a new type of lamp shade has come into vogue, and is in some places superseding the parchment shades, so long popular.

By treating the fabric the appearance of encrusted glass is obtained. This crystalline process lends itself to a wealth of decoration and most lovely effects are secured. A famous interior decorator is displaying interesting shades of decorated metal, gorgeous in designs and as beautiful when dark as when illuminated. How often it happens that one purchases a shade from a lamp that is lighted, and how keen the disappointment when the supposedly charming object is almost commonplace and uninteresting when not illuminated.

There has been a decided return to the period of the Renaissance, marked by the revival of the fine metal work of the sixteenth century. Many examples of the metal flowers so cleverly developed in Italy are most attractive. These are made with much charm and delicacy. It seems incredible that such daintiness can be attained in so stubborn a medium or that the essence of so evanescent a thing as a flower can be expressed in permanent form. Yet it has been achieved, and delightful reproductions of many kinds of flowers are shown.

Tiny pots of tulips or of cherry blossoms; bouquets of old-fashioned garden flowers such as grandmother loved, daffodils, all the field flowers, and many others are cleverly wrought. These will smile up at once, sturdy and bright when the soft, tender models that inspired the souls of men to make them are scattered and dust. In addition to these metal offerings there are also wonderful parchment flowers, the product of a single studio. No description can give an adequate idea of their delightful color and charm. They are found in glowing bunches of flowers of every kind—quaint nosegays for party favors, sconces to bring a bit of God's out-of-doors to the walls of homes, and delightful place card holders. Lovely indeed are the big roses and chrysanthemums, and they are shown nowhere else but in this division.

Rare prints are here—reproductions of the masterpieces of Europe and America. So perfect has this art become, that many of these seem originals, either in oil or in water-color. The lines of three firms famous for the variety and perfection of their offerings are on display. They must be viewed to even faintly appreciate what variety they afford.

It is even possible to obtain mural decorations, as excellent artists have designed handsome panels and friezes, some after the old Dutch school so desirable at present, others in interesting black and white.



Books

JUTLAND

In writing his study or analysis of "Jutland," Capt. de Perseval of the French navy, though a friendly critic, has endeavored to be impartial and to elucidate what seems difficult to understand. There is controversy after "Jutland," but so there was after "Trafalgar" and "the Nile." He points out that had the Germans won at "Jutland," as claimed by von Scheer, Britain, and not Germany, would have been blockaded. Equal at least in mechanical resources, equal also in precision of manoeuvre, not inferior in gunnery the Germans in their tactics disclosed lack of the will to win. They declined to face the risk of a fight to a finish. On the other hand, up to and for a sufficient time after the decisive moment the British were ready to take the risk. This was conspicuously shown by the proceedings of Beatty. It turned the scale. On the one side there was the spirit of admiralty; on the other there was not. Can it be doubted that these conclusions will stand the test of time? To say, as Captain de Perseval does, that von Scheer showed less resolution than Villeneuve at Trafalgar may sound severe. Yet it is true.

It is to be hoped that an English translation of Captain de Perseval's little book will soon be published. Its judicial tone and clear statements will carry great weight in the final judgment that will be passed in due time on the principals in this great encounter.

THE CANADIANS IN FRANCE

A book that will be invaluable for consultation and reference as to the operations of the Canadian Corps in presence of the enemy in France and Belgium during the war from first to last has been written by Capt. Harwood Steele, M.C., and is entitled "The Canadians in France, 1915-1918." The book does not deal with enlistment and military organization in Canada nor with the non-combatant forces in the field, but solely with the battle operations The parts played by each division, brigade, battalion, battery in each of the various engagements is set forth by the author, and the volume together with its seven maps, its appendix and index will prove of much interest and value to those who wish to get the events of the war into proper perspective.

ROAD CHANGES

H. J. R. Lane has been aded to the travelling staff of Macmillan's. He will cover the Maritime Provinces. George Smithers is to again take up the territory in the western province through to the Coast. The trade in the west will be glad to learn that they are to have genial George back with them again.

COL. DENISON'S RECOLLECTIONS

One of the outstanding men of Toronto is George Taylor Denison, veteran soldier-citizen. Marking his 81st birthday a few days ago there appeared his book "Recollections of a Police Magistrate." As Colonel Denison is the grand old man of Toronto, universally beloved and, as he has been magistrate of Toronto for nearly half a century, his book ought to have a big sale.

"It will sell well wherever Toronto boys are located. When the writer was in newspaper work in Toronto he used to 'do' the police court once in a while and always admired Col. Denison for the way he broke through legal red tape and handed out good old-fashioned justice. An oft-repeated pronouncement of his was: "This is a court of justice not a court of law," to the discomfiture of many a budding barrister. A kindlier or more upright magistrate never sat on the bench."

BEST SELLING BOOKS IN CANADA

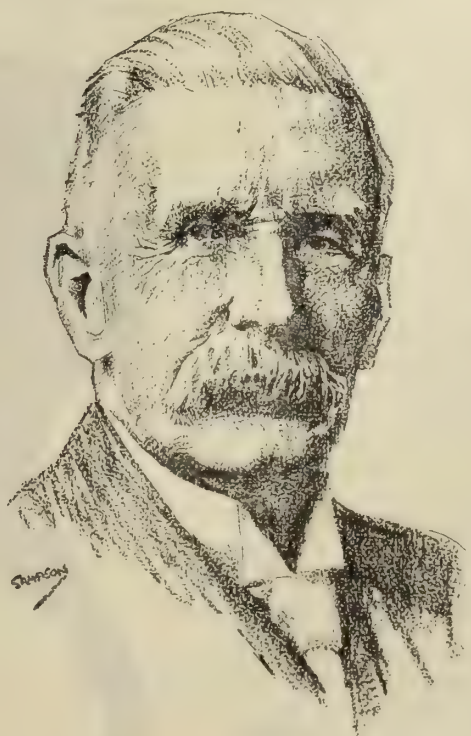
Fiction

Kindred of the Dust—Kyne	116
Tarzan the Untamed—Burroughs	52
Everyman for Himself—Moorhouse	48
Man of the Forest—Grey	36
Mrs. Warren's Daughter—Johnson	32
Mary Marie—Porter	30
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Non-Fiction

Now It Can Be Told Gibbs	144
New Christianity—Bland	50
Economic Consequences of Peace—Keynes	45
Wild Animals I Have Known—Seton	40
The Cape Breton Giant Gillis	30

In the Ryerson Press advertisement in this issue the title of Bertrand Sinclair's new novel, "Poor Man's Rock," is given in error as "Poor Men's Rock." The form containing this advertisement was sent to press before corrected proof came back from the advertiser.



LT.-COL. GEORGE T. DENISON.



Selling Points About Timely Books

HARRIET AND THE PIPER

Kathleen Norris' new novel, just published by Doubleday Page & Co., tells of Harriet Field, who, in the joyous trustfulness of youth, gave herself in a fanciful wedding ceremony, which had no legal standing, to the suave Blondin, poet and adventurer. She had escaped. Now, nine years later, hiding her secret in service in the Carter family, the new life she had built was threatened. Blondin had reappeared!

She could purchase safety by helping Blondin in his intrigue with Carter's debutante daughter, whom her flirtatious mother leaves unprotected. She could ward off the piper's reckoning by accepting the impulsive son's offer of marriage, though in her heart, as yet unrevealed to her, she loves the strong, silent man, his father. The crisis comes with Mrs. Carter's elopement. To Harriet, Carter trusts the management of the broken household, offering a marriage of convenience. Harriet has listened to the music; how shall she pay the piper? Her momentous decision gives the story a meaning and a message.

$1,200 A YEAR

Edna Ferber collaborates with Newman Levy in a book entitled, "$1,200 a Year," telling the delightfully preposterous story of Professor Stoddard, who gave up the pauper's respectability of the college professor for the affluence of a millworker. The surprises that develop out of this situation are hilariously funny; in them is displayed the humanness of Miss Ferber's humour.

ANOTHER DUTCH STORY

Helen R. Martin gives us another tale of the Pennsylvania Dutch in "The Schoolmaster of Hessville." The heroine, plain, kindly natured Minnie Mans, is a true kinswoman in spirit of Mennonite Martha.

TROTSKY'S PRISONER

"Andrew Kalpaschnikoff, a prisoner of Trotzky's" is a new book with a foreword by U. S. Ambassador Francis. Back from America on a Red Cross mission, the author was imprisoned in the famous St. Peter and St. Paul Fortress for supposed complicity in an American plot. It was an attempt to break the "golden silence" of our ambassador in Russia, David R. Francis, and to commit our government to recognition of the Bolshevik regime. This story presents astounding revelations of Kerensky, Raymond Robins and others.

WOODLAND TALES

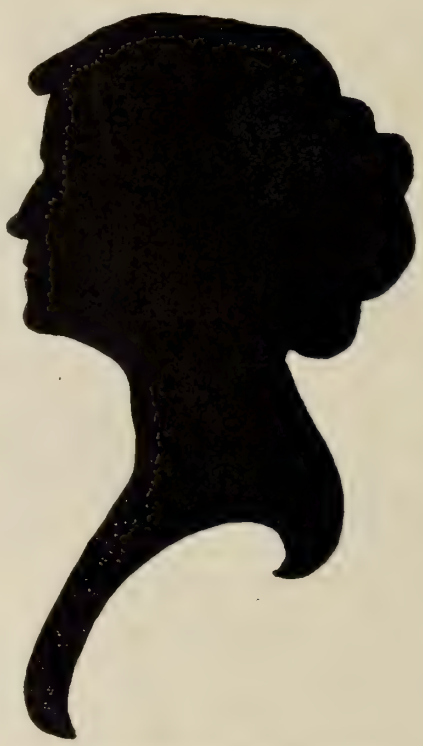
E:rnest Thompson Seton's new book for children of six and upwards has a special section on woodcraft addressed to parents. The greater part of the book, however, consists of delightful children's stories, of fable and fairy-tale flavor. They have the wild things of the woodland for their heroes, and at the heart of each there is revealed some nature secret, some truth, which will be an inspiration, and an incentive to wholesome, outdoor life.

WINSOME WINNIE

Remembering "Nonsense Novels," readers will welcome Stephen Leacock's new book in the same style, the title of which is "Winsome Winnie."

THE CONQUERING HERO

Murray Gibbon, author of "Drums Afar," has written a really new Canadian novel, entitled "The Conquering Hero." Beginning in the woods in New Brunswick, the hero after many vicissitudes, finds health and happiness wit an English wife in the midst of th Rockies. The appearance and eventua disappearance of a vampire add zes to the tale.



MARGARET PRESCOTT MONTAGUE
whose "Uncle Sam of Freedom Ridge" has just been published.

NEW AND FORTHCOMING

"A phantom husband," a world-defy ing heroine, and an unexpected clima render Muriel Hine's new novel, a mod ern romance of courage, honor an love, one of the season's most engagin issues. Its title is "The Breathles Moment."

M. Morgan Gibbon's new book, "Jan, will delight the lovers of a good tale re plete with humor.

"The Turnstiles of Night," by Wil liam Allison, worthily follows up th same author's "A Secret of the Sea, presenting characters who are real per sonalities.

"Drums of Jeopardy" is the title of new novel by Harold McGrath, describ ed as a big startling mystery story.

In William McFee's new novel, "Cap tain Macedoine's Daughter," the hero ine, alluring and richly vital, is use as a pawn in her father's speculations but she grows beyond it into amazin experience. The ship's crew fell i love with her. The tale is cast in vibrant, beautiful setting of the Aegean Salonica, and the East.

"The Rose Dawn" is the title of Stew art Edward White's new novel. In n other of his books has he assembled more fascinating set of characters Whether it be the lovers themselves, o the gentle and chivalrous Southern Co onel Payton, the naive language-mur dering Sing Toy, the Chinese cook, o any other of the masterfully drawn fig ures, the reader carries away with hi an impression of living reality.

Representative short stories of 191 comprise the contents of the "O. Henr Memorial Award Prize Stories, 1919, being deemed the best living expres sions of the art of which O. Henry is a admitted master.

Meredith Nicholson's "Blacksheep Blacksheep!" recently published, is hi twenty-first volume, the list includin many novels, two volumes of verse, on of essays and a historical work on In diana. The total sale of his books, in cluding translations into half a doze tongues, approximates two millions.

New novel, by Stacey Aumonnier, "One After Another," follows the adventures of a brother and sister from childhood to maturity. They have an Italian mother and their father is an Englishman, proprietor of a "public house," and the author shows in the novel how heredity influences the lives and actions of the two children.

Lethbridge, Alta., is likely to have a Carnegie Library soon. Negotiations are now being conducted.

Increased appreciation of public libraries by suburban readers is shown in the statistical report of the Toronto Public Library for the past month. All the branches have increased their circulation.

"How to Paint Signs" is a new book illustrated with over a hundred alphabets and designs.

TUTT AND MR. TUTT

One of the season's bright spots in fiction is Arthur Train's Tutt and Mr. Tutt. It presents several most engaging and humorous tales with Mr. Tutt, criminal lawyer, the central figure and the junior partner, Tutt, modestly assisting to accentuate the effulgence of his picturesque senior partner of Lincolnesque demeanor and attire including the old-fashioned top hat.

Mr. Tutt's delight in life was to defend unfortunate "criminals" who were victims of circumstances rather than deep-dyed villains and his success in getting them acquitals was the despair of prosecutors and judges.

ENGLISH REPRINTS

From John Long, London, come three issues in their 2s. cloth bound series. "Coming of Age," by Richard Marsh; "The Vision of the Years," by Curtis Yorke, and "The Man About Town," by William LeQueu. The volumes are in good readable type and have attractive colored jackets.

POOR MAN'S ROCK

A writer of Western stories who has been coming rapidly to the front ever since he wrote "North of Fifty-three," is Bertrand W. Sinclair, and his latest tale, "Poor Man's Rock," may be depended upon to greatly strengthen his reputation because it is most capably done, a virile tale of the British Columbia salmon industry. This Canadian setting, of course, adds to the appeal it will make to Canadian readers. This book has just come from the Ryerson Press.

WILLIAM J. FISCHER PASSES

On August 15th, the death occurred of William J. Fischer, M.D., of Waterloo, Ont. Dr. Fischer in addition to his large medical practice had done a great deal of literary work. His early school-days were spent at St. Jerome's College, Kitchener, where he took a classical course. Until his death he was a member of the senate of that university. At various times his literary works have been published — two novels, two volumes of verse, a book of short stories and many magazine articles. He was a corresponding member of the American Literary Society and the Author's Club, London, England.

Hopkins Moorhouse, who in "Deep Furrows" told the fascinating story of the rise of the farmers' movement in Canada, revealing as no other writer has hitherto done the nature of the early struggles of the farmers in the West, and the motives and statesmanship of the pioneers of organization, plans to publish in the near future a series of short stories in book form, of which the events and personalities in the co-operative movement will form the background. He has also written a new novel to be entitled "Haskett of Thunder Bay," of which Port Arthur will form the setting.



PETER B. KYNE,
Author of "Kindred of the Dust." The boy with him in this picture is the Belgian boy he adopted when serving overseas with the U.S. army.

YELLOW SOAP

Cradled on books, piles of them that always overflowed their cases and spilled over the tables and floor, Katherine Haviland Taylor's taste for literature came early. Perhaps it was from her omnivorous reading that she learned the keen sympathy for the under-world of poor, opportunity-starved unfortunates that is the charm and appeal of her latest novel, "Yellow Soap." This is one of Gundy's latest issues in Canada and it may be depended upon to make friends for this author in all homes where this book goes.

Margaret Prescott Montague. whose "England to America" won the first prize this year of the O. Henry Memorial Award of the Society of Arts and Sciences, says that she based the story upon an actual occurrence which was told to her by a friend who knew the facts. In the original happening, however, both soldiers were British, while for her purpose she made one of them an American.

Livingstone & Co., have recently opened a book and stationery store at 2840 Granville St., Vancouver, B.C.

BASIL KING

Should any bookseller be asked is Basil King a Canadian it would be a good idea to draw attention to that author's article of Canadian faith expressed as follows:

"I am a Canadian and an extremely enthusiastic one. Though circumstances, partly domestic, partly of a business nature, and largely of health, have compelled me to live outside of Canada for many years of my life. I have always retained what old-fashioned lawyers used to call 'the animas revertendi' —and even now I have not abandoned it. I never land on Canadian soil, whether on the Atlantic or Pacific coast, without the sense of coming back home which almost everyone feels on returning to his birthplace. Whether in this country, England, France, or Germany—my time for some thirty years being divided among all four—I see things from the Canadian point of view; and it is that same point of view which gives whatever small originality there may be in my writing."

It is interesting to record that a new novel of his has just appeared. Its title is "The Thread of Flame."

EDUCATION FOR DEMOCRACY

An important book just issued by Macmillans is Henry Frederick Cope's "Education for Democracy," which is in an important sense an answer to Chesterton's "What's Wrong With the World?"

"The motives, purposes and wills of men are wrong," answers the author, "and the world will not be set right by regulation, by legislation, by social mechanism, nor even by intelligence." He submits that the only hope for a better world, one in which men live together prosperously, happily and harmoniously, lies in developing a common goodwill, in training the young to the democratic life of co-operation and helpful fellowship.

THE WIND BETWEEN THE WORLDS

Alice Brown's novel, "The Wind Between the Worlds" (Macmillan) is a timely book. The question of life after death and of communication with the dead, has never been so generally discussed as to-day. Many conflicting opinions are current but whatever one's individual feeling may be, whether that of skeptic or believer, the topic is universally and vitally interesting. Whether one agrees with Miss Brown's position is not the point; she has written a story that is a finely dramatic and able presentation of the subject, one that amply justifies her position in the fore-front of American writers.

Manyberries, Alta.—The Manyberries Pharmacy carries a goodly stock of toys, dolls and games. Sporting goods are also sold, including croquet sets. Many other lines usually associated with the stationery business are sold here, including phonographs and records, leather goods, greeting cards, postcards, gift shop novelties, cameras and photo supplies.

WILL INGERSOLL

"Like Robert Stead and Douglas Durkin, Will Ingersoll, of Winnipeg, has grown up with Manitoba, having spent his boyhood on a farm in that province. He became a school teacher, but drifted into the city, and has been engaged in newspaper work for the last ten years or so. His first book, "The Road that Led Home," was published by Harper and Brothers three years ago. It was a story of Manitoba country life and showed real distinction of style. In his spare time Ingersoll is always working at short or long stories; he is a quiet individual who is absolutely devoted to his art. He would rather think up plots for stories than eat. He is more of a dreamer than any author I know."

"But how can a dreamer be a realist?"

"Oh, the newspaper has kept Ingersoll in touch with the actual. He has been forced to observe details and to study character. He has been working on a new novel for the last two years, and has introduced a new idea into current fiction in this story. He has had the nerve to make a servant girl the heroine. He brings Daisy into Winnipeg from a Manitoba farm and describes her adventures in the home of one of our rough-and-ready knights. She falls in love with a chauffeur and moves in a circle which no Canadian author has ever thought of writing up before. One of her acquaintances is a pugilist, and perhaps the most skillful chapter in the story is the description of a sparring-match from Daisy's point of view."

WEST WIND DRIFT

George Barr McCutcheon's new novel is a tale of shipwreck, "The West Wind Drift" is its title.

The great Atlantic liner Doraine, is lost at sea in the fall of 1917, and is never heard from again. Into the West Wind drift, far to the south, floats the wrecked steamer with her cargo of 700 human beings, grounding at last on the shores of an unknown, unfrequented island under the Southern Cross. To this day, the people of the Doraine abide on this lonely, beautiful island, their fate unknown to the world until now revealed in this faithful chronicle.

The narrative tells of the harrowing experiences that followed upon the sailing of the great steamer from a South American port up to the present time; of the way in which the people, cast upon the distant island, worked out their own salvation, built their homes, established a government created laws, and enforced them, and kept the fires of courage burning through the years that followed. Here is the story of the dauntless men and women who sailed forth from a great port and were never heard of again. In this strange history are to be found all the human elements—love, honor, hatred, courage, and above all the faith of the unvanquished.



WILL INGERSOLL.

WHAT TO READ

In a recent address to British teachers, Hon. Dr. A. L. Fisher, the British Minister of Education, had the following to say regarding the books they should read, addressing his remarks, "only to such as have neither the gift nor the time for a systematic attack upon a subject."

"I would recommend," he stated, "the glorious habit of wide, vivacious, desultory reading, as one of the best preservatives of intellectual youth. Novels, dramas, travels, romances, biographies, poems, and histories, and, indeed every form of literature which may enlarge experience or quicken the imagination, should be received into the generous mind. Quantity is almost as valuable as quality. Indeed, it is a mistake to be over-fastidious in youth, for nicety may lead to narrowness and narrowness to tedium."

———

HIDDEN CREEK

"Hidden Creek," by Katherine Newlin Burt, is one of Thomas Allen's new novels and is a creditable piece of fiction akin to this author's previous tale, "The Branding Iron," which attained such success last year.

The story is one full of action and has a wholesome love interest of the variety that appeals so strongly to most readers of fiction.

KING'S BOOK

The western trip of the Liberal lea
er, Hon. W. L. Mackenzie King, shou
inspire quite a revival of interest a
pick-up in sales of his notable boo
"Industry and Humanity" and bookse
lers in the western provinces will
well to give prominence to the book
their windows and newspaper adve
tisements during the ensuing weeks.

RESURRECTION ROCK

Edwin Balmer, whose good work
"The Indian Drum" is so favorably r
called, has scored again in his new nov
"Resurrection Rock," which is amo
the season's new novels published
Thomas Allen.

It has already caught on with the Ca
adian public and is materially adding
the prestige of its author.

JOHNNIE KELLY

A new juvenile which the publishe
acclaim as being in the Tom Sawy
class, is "Johnny Kelly," by Wilb
Boyer. The boy hero is the red-heade
freckled, son of a policeman who, by a
cident of residence, finds himself in a
tendance at a school where the childr
are mostly the sons and daughters
wealthy parents. Despite all handica
including the ramifications of snobbe
young Kelly becomes the popular lead
of all his schoolmates and his humoro
adventures make most entertaini
reading. This book has just come fr
Thomas Allen.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

Hidden Creek, Katharine Newlin Burt, cloth, $2.25; Resurrection Rock, Edwin Balmer, cloth, $2.25; Johnny Kelly, Wilbur S. Boyer, cloth, $2.25; Third Window, Ane Douglas Sedgewick, cloth, $1.65; Real Diary of the Worst Farmer, Henry A. Shute, cloth, $2.00; 26 Jayne Street, Mary Austin, cloth, $2.00.

Non-Fiction

Recreation, Viscount Grey, cloth, $1.50; Rhymes of a Homesteader, Eliott C. Lincoln, cloth, $1.65; The Island of Sheep, Cadmus and Harmonia, cloth, $1.65; Old Humanities and the New Science, Sir Wm. Osler, cloth, $1.65; The Bad Results of Good Habits, J. Edgar Park, cloth, $1.65; How it Feels to be Fifty, Ellis Parker Butler, cloth, 75c.; "That Damn Y," (record of service overseas), Katharine Mayo, cloth, $3.25; La Petit Nord, Anne Grenfell, cloth, $1.65; Cape Coddities, Dennis & Marion, Chatham, cloth, $1.50; Talks With T. R., Jno. J. Leary Jr., cloth, $3.50.

COPP CLARK CO., LIMITED

Fiction

The Valley of Silent Men, James Oliver Curwood, cloth, $2.00.

Non-Fiction

The Elfin Artist, Alfred Noyes, cloth, $2.50.

Juvenile

Glinda of Oz, Frank L. Baum, cloth, $2.00.

S. B. GUNDY

Fiction

The Mesa Trail, S. Bedford Jones, cloth, $1.50; The Long Traverse, K. & R. Pinkerton, cloth, $1.50; The Foaming Fore Shore, S. A. White, cloth, $1.50; The Schoolmaster of Hessville, H. R. Martin, cloth, $1.90; The Witness of the Sun, H. S. Williams, cloth, $1.90; Sunbeams Inc., Julian Street, cloth, $1.25; Uncle Sam of Freedom Ridge, M. O. Montague, cloth, $1.00.

Non-Fiction

Surprises of Life, Georges Clemenceau, cloth, $1.90; $1,200 A Year, Ferbert & Levy, cloth, $1.50; J. Wilbur Chapman, F. C. Ottman, cloth, $2.50; Ten Minute Talks with Workers, cloth, $1.00; Call of the Surf, Heilner & Stick, cloth, $3.00; Seeing the West, K. E. Dumbell, cloth, $1.75; Why Men Strike, Samuel Crowther, cloth, $1.75; Gospel of St. Matthew, The Modern Printed Bible cloth, $1.00; The New Industrial Unrest, R. S. Baker, cloth, $2.00; A Prisoner of Trotsky's, A. Kalpaschnikoff, cloth, $2.50; Time Telling Through the Ages, H. C. Brearley, cloth, $3.00; Life and Times of Sir Alexander Tilloch Galt, Oscar D. Skelton, cloth, $3.00.

THE MacMILLAN CO., LTD.

Fiction

Dead Men's Money, J. S. Fletcher, cloth, $2.25; Wind Between the Worlds, Alice Brown, cloth, $2.25.

Non-Fiction

Geography of the World War, F. M. McMurry, cloth, 45c.; Education for the Democracy, H. F. Cope, cloth, $2.25; Occasional Papers and Addresses, H. W. Taft, cloth, $2.75; Dietetics for High Schools, Willard & Gillett, cloth, $1.50; Grenadier Guards in the Great War, F. Ponsonby, cloth, $19.50; Notes on a Cellar Book, C. Saintsbury, cloth, $2.50; Triumph of Free Trade, Rea Russell, cloth, $6.00; Modern Spiritism, A. T. Schofield, cloth, 90c.

Juvenile

Leaders of the Great War, C. Rowell, cloth, $1.50.

McCLELLAND, STEWART, LTD.

Fiction

Bernard Treves' Boots, Laurence Clarke, cloth, $1.65; Elizabeth Kirby, Penelope, cloth, $1.65; Man With Rubber Soles, Sir Alexander Bannerman, cloth, $1.65; Peregrine in Love, C. Fox Smith, cloth, $1.65; The Camp of Fear, Leslie Gordon, cloth, $1.65; The Intriguers, Wm. LeQueux, cloth, $1.65; Lost Mr. Linthwaite, J. S. Fletcher, cloth, $1.65; Desborough of the N. West, Joan Sutherland, cloth, $1.65; Young Hearts, Buckrose, J. E., cloth, $1.65; The Broken Fan, Uel Keys, cloth, $1.65; Woman of the Picture, G. F. Turner, cloth, $1.65.

The Top of the World, Ethel M. Dell; The Prairie Mother, Arthur Stringer; Imperfectly Proper, P. O. D.; The Blower of Bubbles, Arthur Beverley Baxter; The Quirt, B. M. Bower; The Slayer of Souls, Robert W. Chambers; Affinities, Mary Roberts Rinehart; Suffering Husbands, Wallace Irwin.

Non-Fiction

Aerial Transport, G. Holt Thomas cloth, $7.50; Story of the Fifth Australian Division, Capt. A. D. Ellis, cloth, $4.50; For Remembrance, A. St. John Adcock, cloth, $3.00; Story Book of Birds and Beasts, J. Henri Fabre, cloth, $2.00; Story Book of Science, J. Henri Fabre, cloth, $2.00; Story of Australia for Boys and Girls, Rev. Jos. Bryant, $1.50.

GEORGE J. McLEOD, LIMITED

Fiction

Erskine Dale, Pioneer, John Fox, Jr., cloth, $2.25; The Wilderness Mine, Harold Bindloss, cloth, $2.25; I've Married Marjorie, Margaret Widdemer, cloth $2.25; A Girl, A Horse and A Dog, Francis Lynde, cloth, $2.25.

Non-Fiction

Westward with the Prince of Wales, Douglas Newton, cloth, $2.50.

THOMAS NELSON & SONS

Fiction

Guy Thorne, Secret Service, 50c.; Clarence Hawks, Wanted, a Mother, $1.50.

Non-Fiction

Countess Barcynska, Little Mother Who Sits at Home, $1.50; C. B. Luffman, Harvest of Japan, $3.75; Lieut. Commander, E. Hilton Young, By Sea and Land, $3.75.

Juvenile

Harold Avery, Highway Pirates, 50c.; Mabel Quiller-Couch, Kitty Trenire, 50c.; Angela Brazil, Bosom Friends, 50c.; May Wynne, The Story of Heather, 50c.; Margaret Batchelor, Six Devonshire Dumplings, 50c.; Tom Bevan, Doing His Bit, 50c.; Evelyn Everett Green, Olive Roscoe 50c.; Mary Few, Tell Me Some More, 50c.; W. M. Letts, Waste Castle, 50c.; Mrs. Edwin Hohler, The Green Toby Jug, 50c.

THE RYERSON PRESS

Fiction

Heart of Unaga, Ridgwell Cullum, cloth, $2.00; Daisy Ashford, Her Book, Daisy Ashford, cloth, $2.00; An Imperfect Mother, J. D. Beresford, cloth, $2.00; Hand in the Dark, Arthur J. Rees, cloth, $2.00; The Watch Dog of the Crown, John Knipe, cloth, $2.00; The Wider Way, Diana Patrick, cloth, $2.00; Pawn in Pawn, Hilda M. Sharp, cloth, $2.00; Madeline of the Desert, Arthur Weigall, cloth, $2.00; Oh, Mary! Dorothy Beckett Terrell, cloth, $1.75; Happy House, Jane D. Abbott, cloth, $2.00; The White Pope, S. R. Crockett, cloth, $1.75; The Great Leviathan, D. A. Barker, cloth, $2.00.

Non-Fiction

The Road to Endor, E. H. Jones, cloth, $2.00; Rachael Comforted, Mrs. Maturin, cloth, $2.00; A Study in Canadian Immigration, Prof. W. G. Smith, B.A., cloth, $3.00; Sniping in France, Maj. H. Hesketh-Pritchard, D.S.O., M.C., cloth, $3.00; Parliament and Revolution, J. Ramsay Macdonald, cloth, $1.75; The Charm of Oxford, J. Wells, cloth.

Juvenile

The Adventures of a Saucy Rabbit and His Friends, Jeanette E. Perkins, cloth, $2.00; The Precious Gift, Bible Stories for Children, Theodora Wilson Wilson, cloth, $2.00.

A Better Day for the Wallpaper Trade

Some Food for Thought by All Members of the Trade, Manufacturers as Well as Retailers—More Intelligent Promotion Methods Are Essential

WALLPAPER prices have taken so decided a jump this year over last and all previous years, that a real problem has been confronting the retailer in that the lowest priced papers will have to be retailed at more than double last year's prices.

The manufacturers, ever since the war began, have done their utmost to assist the trade in the matter of prices. Nobody knew that the paper industry was going to see such enormous price increases, with the market still in the ascendant when the time came for fixing 1921 wallpaper selling prices. The holding down of wholesale prices so stringently has this year necessitated a stupendous jump in prices all along the line. The last few years have not been rosy ones for the wallpaper manufacturers, and force of circumstances has made this year's programme an absolute necessity. It will, however, put the wallpaper business, manufacturing and retail, back on a sound basis, and once the handicap of having to explain the advances is past, this trade will be a great deal more healthy in tone.

Chance of a Lifetime

The retailers have a chance of a lifetime to clean up their stocks. The general advance in prices naturally enhances the value of all wallpapers carried over from the last and previous seasons.

One enterprising book and stationery proprietor, whose store is in one of the progressive Western Ontario cities, and who does a big business with wallpapers, said he had decided this year to carry on virtually without new stock. His intention, as expressed to Bookseller and Stationer, was to buy only a few new patterns to brighten up the stock, and satisfy people who must have the newest, regardless of cost. But in the main his policy for the wallpaper department for spring trade in 1921 will be to sell from old stock. This will be moved out at good profit and small lots will be far easier to sell. The latter will also be in far greater demand owing to the price advantage—available to the public in no other way.

It does not take deep thinking on the part of any retailer to convince him that this is a wise plan to adopt in all cases where stock carried over is sufficiently well assorted and great enough in the aggregate to permit of such a policy as applied to the general selling season for next spring's trade.

Such action will of necessity minimize the sales of wallpapers by the manufacturers for 1921, but in the end they too will be benefited because it stands to reason that what is best in the interests of the retailer must be most beneficial to the wallpaper industry as a whole, because its well-being is dependent upon the general state of the retail trade.

Retail Advertising

Retailers as a rule do not do enough wallpaper advertising. Were they to run good informative and interesting wallpaper advertisements in the newspapers there is no question that there would be developed a far greater desire for new wall coverings in the homes throughout Canada.

The dealers should endeavor to get away from the old fashioned style of advertising that says very little, that little, all too frequently, being so flambuoyant in style as to prove nauseating or at least tiresome to jaded newspaper readers.

Why not run something in the way of advice in an advertisement, following it up with definite information about the papers you have in stock? For instance, this paragraph could be depended upon to interest all householders and landlords:

"The difficulty of having the old paper removed is not nearly so great as it used to be. The modern paperer rolls a small tank with a hose attachment into each room, sprays the walls with a special solution and then pulls off the old paper in nice strips."

Or advice such as this would serve as a good introduction for an advertisement:

"If you are contemplating the redecoration of your house you would be wise before going to look at all the fascinating new papers to decide just how much money you want to spend. If you don't your fancy may run riot and you might be tempted to choose patterns too attractive for the walls enclosing your old furniture, not to mention being too attractive for the size of your pocketbook."

Following are a few more paragraphs which might suitably be worked into wallpaper advertisements:

For living room use, a plain paper is very good, with a contrasting satin stripe in pearl greys, light greens, etc. They bring light to a room which might have only a few windows, or be of a northern exposure.

Chinese, Chippendale designs in various colorings are also favored for the living room as well as the breakfast room, where willow furniture is to be used over flax rugs, which are so popular.

For halls and dens Chinese reds and golds in grass cloth are good, and for the bedroom the gaily-colored chintz patterns are always delightful.

Black motifs on colored backgrounds have taken the place of the one-time popular black and white papers. The motifs are usually black on colored grounds and are rather attractive. Some artists are silhouetting plain papers in stone fashion to suit their rooms.

A novelty is a frieze of dancing figures blowing and chasing bubbles on a vivid yellow rough paper with black mouldings, shelves, woodwork and floor. Yellow rugs and black furniture with yellow cushions and old blue china completes the charming picture.

It will be observed that these paragraphs describe somewhat unusual styles in wallpaper, and in many cases people, while interested, will be restrained from buying them because of their relatively high cost, but one thing certain is that advertising of this nature will help to promote desire for better grades of paper, and thus may the amount of the average sale be materially increased, carrying with it a corresponding enhanced yield of profit for the dealer from each individual sale.

THE CHIEF FACTOR

The chief factor in the success of each man—wage-worker, farmer, and capitalist alike—must ever be the sum total of his own individual qualities and abilities. The slightest study of business conditions will satisfy anyone capable of forming a judgment that the personal equation is the most important factor in a business operation; that the business ability of the man at the head of any business concern, big or little, is usually the factor which fixes the gul between striking success and hopeless failure. . . . Each man must work for himself and unless he so works, no outside help can avail him.—Theodore Roosevelt.

Some retailers become so fascinated with modern methods of conducting business that they forget the ultimate purpose for which these elaborate systems were used. In their zeal for big advertising, careful buying, accounting and window displays, they lose sight of the fact that these are merely factors in the art of salesmanship. If the goods remain on the counter instead of moving off at a fair rate of speed the system they have so carefully planned has been wasted; and the selling force of the store is to blame.

Phonographs Prominent at Exhibitions

Chance for Stationers Who Deal in Phonographs to Get Fresh Ideas—Keener Competition Than Ever Looked for This Fall and Winter

ONE of the most important divisions of the Canadian National Exhibition at Toronto this year from August 28 to September 11 is the phonograph exhibits. Phonographs are well represented. There is not available, unfortunately, any one building devoted exclusively to phonographs, in which all the phonograph exhibitors who desired to do so could secure space as had been hoped. As was the case last year, some phonographs are on display at the booths of the piano manufacturers right around the Manufacturers' Building. Other makes are in the Process Building. The eight firms who last year, for the first time, occupied the east wing of the Horticultural Building are in the same locations again this year.

Slogan is "Get Posted"

Stationers who deal in phonographs have a special reason for attending the big Exhibition this year. New selling problems have bobbed up. These cannot be met by just jogging along. It is incumbent on all to get as well posted as possible on all the ins and outs of the phonograph business, to secure all the fresh ideas that can be had from meeting with the manufacturers, jobbers, and other dealers who are up against the same problems. It is worth while to visit Toronto for one thing alone, and that is to chat over ways and means of getting a misinformed public set right on the application of the new budget taxes. Travellers report that there are hundreds of people who still have in their minds that there is a 20 per cent. tax on the retail price of phonographs and records, whereas the tax is the same as last year—ten per cent., and that on the wholesale price, so that no retailer has to collect it as a separate item from the buyer. Selling will be harder this fall and winter, and, therefore competition keener. To get fortified to meet these new conditions a visit to the Exhibition can be made to pay big.

The enterprise of the manufacturers and distributors in making it possible for the dealers, salesmen and the public to see and hear and inspect so many different makes of phonographs and records at one central place and at one time is deserving of the patronage of both the trade and the public. It is predicted by the editor of the "Phonograph Journal of Canada" that there will be a most satisfactory attendance of retailers and their salesmen, for experience has proven that the men and the women engaged in marketing phonographs and records are alert for ideas, keen to gather information and equip themselves with a knowledge of the lines they are handling, and of other lines, so that they can sell intelligently, give the public service, and continually increase the business.

As usual the band concerts in the afternoon and evening of each day, are a big attraction.

The Western Fair, London, follows the Toronto Exhibition. Phonographs are well featured at this event which gives the trade in Western Ontario an opportunity during the week of September 11 to 18 to inspect several interesting phonograph exhibits. It is always the case, too, that many in the trade from Toronto and other points like to "take a day off" to run up to the London Exhibition.

Putting Public Right

Eastern Ontario is well served by the Central Canada Exhibition at Ottawa held this year, also during the week September 11 to 19. Ottawa is a live phonograph centre and the phonograph exhibits are well worth visiting. Last year on the Wednesday the attendance ran over the 70,000 mark, which indicates the importance of the Central Canada Exhibition which draws its visitors from the Ottawa Valley, from all over Eastern Ontario, and from Montreal and district.

It is pointed out that pains should be taken to stress the fact that the new excise tax imposes nothing more on phonographs and records than has been in effect since 1918.

"No type is too large nor too black to advertise far and wide that the buyer of phonographs and records pays no extra excise tax and that the retailer collects no separate tax of any kind," said a prominent phonograph man in discussing this matter.

The suggestion has been made that every phonograph dealer and jobber in his locality should devote a good-sized, prominently displayed ad. to emphasize the truth about the excise tax making no change in phonograph and record prices. At least two or three of the largest manufacturers have run a national ad. along this line. A retailer's advertisement that puts the matter plainly and briefly reads as follows:

YOU PAY NO TAX

on
.....
.....
.....
.....
(Listing phonographs and records handled.)

Facts About the Tax

The 1920 Budget Tax merely replaces a similar tax which had been in force for some time.

There is no advance in prices on the above instruments or records.

The new tax is paid by the manufacturer or importer, which simply means that you pay the same prices as before the 1920 budget was introduced.

ENVOYS EXTRAORDINARY



—From London "Punch"

Prime Minister (To Bolshevist Delegates:) "Happy to see you, gentlemen. But would you mind going round by the tradesmen's entrance, just for the look of the thing?"

Manufacturers Now Advertise for 1930

The Advantages of Safeguarding the Future—Manufacturers Have More Than Just the Present to Consider—Must Make Business Secure for Years Ahead.

THE great development in household labor-saving appliances that has come about in the last year or two has given to advertising some unusual problems and promising opportunities.

If a woman has electric power in her house—and more than half of the women in the country have—and for any reason has to do her own laundry work, she needs no argument at all to convince her that a washing machine is just the thing for her to have. It is the thought of some far-seeing leaders in this industry that the great market and the absence of selling resistance may possibly bring about methods of manufacture and advertising calculated to do harm to the future growth of the washing-machine business. With this possibility in view they organized the American Washing Machine Manufacturers' Association, which comprises about ninety-seven per cent. of the country's producers in that line.

"The purpose of this organization," E. B. Seitz, secretary of the association, said to "Printers' Ink," "is in a general way to establish and insist upon a high standard of ethics in the manufacture, advertising and selling of washing machines. The need of this is shown by the mushroom crop of washing machines that has been springing up ever since the market became so great. A large number of local companies were formed to make machines and rush them on the market.

"If a manufacturer had only the present to consider he would not need to worry about ethical standards or anything else. Every manufacturer of washing machines in this country to-day —good, bad, or indifferent—has a volume of business that he cannot possibly hope to take care of. But it stands to reason that this is not going to continue for ever. So we must advertise now and work now to make the business secure in 1925, 1930 and succeeding years.

"The manufacturers have been quick to see the advantages of thus safeguarding the future. This is why they are going into advertising in such a big way—advertising not only to the user of machines but to the maker."

Mr. Seitz emphasized the fact that the manufacturers' association does not in any way attempt to fix prices. No division of market is made. The members are all competitors. They carry on their individual manufacturing, selling and price-making just as if they were in no association at all.

The advertising being done by the American Washing Machine Manufacturers' Association is an interesting commentary on the manysidedness of advertising and also an illustration of the fact that printed advertising is only one branch of publicity effort. No advertising in national mediums and newspapers is done by the association as such. But most of the campaigns being carried on by individual manufacturers are based upon ideas, facts and counsel supplied by the association. A member desiring to market a machine, say in the South, may, if he desires, consult the association headquarters and get dependable data upon which his advertising agency may proceed to lay out the campaign.

Vast Potential Market on Farms

"Figures right here in this office," he said, "show that more than 100,000 farm-lighting plants are installed in this country each year. For the farm-house equipped with electricity the first of the electric appliances thought of is naturally a washing machine. This is inevitable. If a farm has electric power somebody is going to sell a washing machine on that farm. Is it any wonder with all this wonderful future market at our disposal that we are trying to get the whole washing-machine industry to a basis of manufacturing, advertising and selling that will enable it to live up to this great opportunity in a natural way and with the best possible results for all concerned?"

All this shows once more the truth of the assertion made several times in "Printers' Ink" to the effect that **no manufacturer can expect to make his advertising a power unto himself alone.** The electrical company sells a farm lighting equipment. This automatically creates a demand for electrical accessories which will enable the farmer to utilize the power in driving his machinery. Then comes the washing-machine man with his product. When the farm woman gets this the next logical thing is an electric iron, and so on. **He is indeed a skilful and wise advertising man who utilizes and profits by the advertising of others—even that of his competitors.** Nobody in business, be he manufacturer, jobber or retailer, gets all the trade his advertising stirs up. Much of it goes to others. But he in turn also gets help from others.

Advertising's Indirect Benefit

If the writer had a little retail store he would ask for no better fortune than to have it located next door to Marshall Field. Field's advertising and windows would bring the crowds down that way and the writer would get much business from it. But he would be paying for it just the same. He would be paying in additional rent what otherwise he would spend for printed publicity. Pay day always comes in advertising as well as in anything else.

"Our idea," said Secretary Seitz, "is that the effect of much good advertising is minimized through lack of proper preparation and adequate preliminary cultivation of the field. When all this preparation and cultivation has to be done through the medium of the printed message alone the expense may be greater than is at all necessary.

"As a part of our campaign to prepare the way for the individual advertising effort of our members we are going to work in co-operation with the Government home-demonstration agents. Periodical meetings are held in which are made demonstrations of various home economics.

Demonstrations and Talks

"Miss Keown, assistant secretary of this association and an expert in domestic economy, will attend these meetings and will discuss washing machines in general. She will refer to no particular make of machine, but merely will show the great economic benefits attending their use. Such members of the association as are in that district may have their machines at the meeting for demonstration purposes."

The organized effort to make dependable washing machines as spoken of by Mr. Seitz is bearing tangible fruit already. This is seen in the readiness with which department stores now handle power machines. Formerly the department stores were inclined to keep away from power machines because the machines were so likely to get out of order. The present-day standard is so high on the well-known advertised machines that there is practically no cost for upkeep.

The strength of the instalment method is shown by the lack of inducement to pay cash for washing machines. A Chicago advertising man went to a certain store and bought a power washing machine that would cost him $164, payable in instalments of $7.50 per month. He told the clerk he did not want to be bothered with instalment payments and preferred to pay cash. How much would the machine cost him on a cash basis. The clerk told him the cash price would be $155—only nine dollars less than on instalments.

"I'll take the instalment plan," the man said. "I can use that money just as well as you can. If your cash price were $140, say, I could afford to pay cash. As it is, the instalment plan for mine."

"That's what they all say," replied the clerk.

There must be an advertising angle to the instalment selling of washing machines that the manufacturer and retailer want to keep.

Opens Branch for North America

British Export House Dealing in Paper and Stationery Lines Establishes Branch in Toronto —Introducing Danish Pencils

WIDDOWS BROS. & Co., Ltd., of Chancery Lane, London, W.C., paper and stationery merchants, who do an export business in all parts of the world, having branches in Sydney, Melbourne, Wellington, N.Z., and Buenos Aires, Argentine, have revived operations in the Canadian market, having been out of this field since 1914. They have opened a branch office at 81 Victoria Street, in charge of R. A. Rawsthorn who is their manager for North America.

This firm is now introducing to the Canadian trade the Viking line of lead pencils made by the Viking Pencil Works, of Copenhagen, Denmark.

A copy of an interesting folder issued by this concern has been received by Bookseller and Stationer, giving the information that the manufacture of pencils was taken up by this concern a few years before the opening of the great war, being a subsidiary concern to the Gosch Match Factories, in operation for sixty years.

Lead Pencil History

It is interesting to reprint from this folder the following brief history of the lead pencil which retail stationers will read with interest:

"One has to look back into the dim past to discover the origin of the lead pencil. It is asserted that pins somewhat similar to our pencils were used in the 14th century, and that the famous Dutch painter Jan van Eyck executed drawings on crayon-paper with something like the lead-pencil. At that time lead-pencils, consisting of lead and tin kneaded together, existed in Italy. It is known that Petrarca's Laura was drawn with such a pencil, which was called a 'silverpin' and which was still in use at the time of Michael Angelo.

"The first lead pencils were described, in 1565, as 'pins of lead of an artificial composition and with a handle of wood'; and 30 years later Italian authors mention the blacklead as a 'leadcoloured shining mass that feels greasy and comes off on your fingers, and which, when mixed with clay, makes a fire-proof mass.' They call it 'grafio plombino.' About the same time a graphite mine was discovered in Borrowdale, in England, and then the manufacturing of the first pencil was inaugurated. It was somewhat primitive at first. The graphite, as it came out of the pits, was cut into sheets which were subdivided into thin rods which were placed in casings of wood. England is accordingly the home of lead-pencil making, and a couple of centuries passed before France discovered that method of manufacturing which in its essential features prevails at the present time. It was the Frenchman, Conte, to whom it occurred to clean the crude graphite by washing, and by filtering and kneading he produced a dough which, mixed with clay, was ground into a thick mass. This mass was then kneaded once more with water and shaped into the leads which were put into the pencils. In this way a great deal of the expensive graphite was saved, and still a very useful mixture resulted by means of which the pencil making was revived.

"A few years later, in 1616, the Bavarian Government established a pencil factory in Obersell after Conte's method, but after having passed into private hands it was discontinued.

"It is true that pencil making was taken up in Vienna and Nuremberg, but here too it fell into disuse until, when, towards the middle of the century, it attained such a flourishing condition that it became an industry of importance to Germany."

SLATES.—Prices are revised upward on school slates. These quotations are made by the jobbing trade: 5 x 7, per doz., $1.15; 6 x 9, $1.60; 6½ x 10, $1.70; 7 x 11, $1.90; 8 x 12, $2.25, and 9 x 13, $2.75.

WRAPPING PAPER.—The basis on kraft wrapping paper is now given as 15 cents a pound. This is an increase over previous prices ruling locally, although some have been quoting, Bookseller and Stationer understands, more favorably. The market is quite firm.

Some Illuminating Statistics

Canada's Growth, 1867-1919

	1867-8	1919-20.
Paid-up bank capital	$ 30,289,048	$ 124,712,670
Population	3,371,594	8,750,000
Bank deposits	37,678,571	1,841,478,895
Life insurance in force	35,680,082	1,765,376,691
Fire insurance in force	188,359,809	4,585,923,617
Post-offices	3,638	12,622
Railway mileage	2,278	38,879
Railway gross earnings	12,116,716	330,220,150
Total trade	131,027,532	2,351,174,878
Imports	67,090,159	1,064,516,169
Exports	52,701,720	1,286,658,709
Immigration	None	117,000
Customs duties	8,801,446	187,520,613
Vessels registered	5,693	8,568
Manufacturing capital	77,964,020	2,786,649,727
Employees	187,942	692,067
Salaries and wages	40,851,009	553,301,075
Value of products	221,617,773	3,015,577,940
National debt	75,757,135	1,935,946,302
Mineral products (1871)	10,000,000	167,000,000
Fishery products (1870)	6,577,391	61,368,502
Forest exports	18,742,625	70,569,199

Trade With Other Countries

	Exports.	Imports.	Total.	Duty.
1911	$ 297,196,365	$ 472,347,540	$ 760,443,905	$ 73,312,368
1912	315,317,250	559,320,544	874,637,794	87,567,037
1913	393,232,057	692,032,392	1,085,264,449	115,063,688
1914	478,997,928	650,746,797	1,129,744,725	107,180,578
1915	490,808,877	629,444,894	1,120,253,771	70,205,910
1916	822,872,502	564,505,796	1,447,378,298	103,940,101
1917	1,375,758,145	873,437,426	2,024,567,406	134,000,000
1918	1,586,169,792	962,543,746	2,548,713,533	161,588,465
1919	1,268,765,285	916,429,335	2,185,194,620	158,046,334
1920	1,286,658,709	1,064,516,169	2,351,174,818	187,520,613

Immigration From All Sources

	British	U.S.	Other countries	Total
Fiscal year 1916	8,664	36,937	2,936	48,537
" " 1917	8,282	61,389	5,703	75,374
" " 1918	3,178	71,314	4,582	79,074
" " 1919	9,914	40,715	7,073	57,702
" " 1920	59,603	49,656	8,077	117,336

Total immigration, 1900-1920, 3,428,834, viz.: British, 1,248,549; American, 1,318,449; other countries, 861,116.

Manufacturing—Industrial Census, 1915-1917

	1915	1917
No. of establishments	21,306	34,392
Capitalization	$1,994,103,272	$2,786,649,727
Production	1,407,138,140	3,015,577,940
Employees	514,883	692,067
Salaries and wages	289,764,503	553,301,675
Cost of materials	802,133,862	1,605,730,640

Keep Your Mailing Lists Live and Business Won't Stand Still

Time and Money Spent on Keeping Up-to-Date on Customers Bring Good Results in Many Businesses—Want Slip and Card Index Systems Prove Their Value — Novel Ways of Getting Across Appeals Tried Out by Many Merchants

HAVING planned his mailing list, and having made definite arrangements to constantly add "live names" as these may present themselves from time to time, the dealer faces a still greater problem. Viewed in the light of recent retailing progress, it is most important, and very often the most perplexing problem.

In short, how is the dealer to classify the thousand, or five thousand, or ten thousand names that he keeps on file for follow-up by mail, for the purpose of securing added patronage for his establishment?

A merchant is called upon to exercise keener insight and greater ingenuity in properly classifying the multitude of names on his mailing list than is required in gathering these names from the various sources.

Recent events have given added significance to this phase of retail salesmanship. A general shortage of newsprint, more acute in certain localities, has resulted in considerable reduction of advertising space in local newspapers, with the effect that many merchants have been compelled to either reduce their space allotments, or to temporarily abandon their local newspaper advertising campaigns.

A Direct Campaign

A situation of that kind, even if a temporary one, is apt to bring tragic results to the dealer, unless the latter is prepared to meet the emergency with a bullet-proof mailing list. With the aid of a well-gotten-up, well-classified mailing list, the dealer can put on an intensive, well-directed direct mail campaign which can appropriately take the place of newspaper advertising.

The sales manager of one of the largest retail concerns in Ontario, known throughout the country for his progressive methods, is of the firm belief that direct-by-mail advertising, as it is practised by a number of enterprising merchants, is to-day the most important factor in salesmanship.

"Direct mail," he says, "is rapidly coming to the fore as the most important selling factor of this era. It occupies first place, in contradiction of the theory that has been accepted for years that the printed advertisement as applied to newspapers and magazines was the most potent appeal aside from the salesman himself.

"There is rarely a sale or event of any importance that we plan that does not carry its share of direct mail work. It may be anywhere from one hundred to ten thousand letters or circulars but they are placed where we believe they will produce, and they do.

"The newspaper cannot do everything. It cannot add the personal touch that can be put in a letter or well edited circular and I firmly believe that your percentage of sales are larger in proportion to circulation than the newspaper."

Mind you, this man is not minimizing the importance of local newspaper advertising. The concern he represents has been a consistent advertiser since its birth, but the point he stresses is that other merchants are apt to minimize the importance of direct mail in making their sales campaigns successes. And he adds very aptly:

"The ordinary method — the first thought in relation to any sales event is how big an advertisement will carry? It should be—how many people can we reach? And then study to reach these people."

The last sentence best characterizes the efficient mailing list. It is not to be a mere list of names. An efficient mailing list ought to be well clasified. Each group in the classification represents a certain class of customers, or prospective customers. One group is accustomed to buying a certain quality of merchandise, while the other group is accustomed to buying merchandise of a lower and cheaper grade. Another group of prospects can be relied upon to be immediate purchasers, while those in another group cannot be relied upon to buy until a year or more has elapsed.

Proper Classification

These and many other groups enter in the making of a complete mailing list, and they must be properly classified and filed away for ready reference. Some dealers have found it advisable to divide their lists into two classifications. One consists of the names of regular customers. The other is the prospect list, consisting of the names and addresses of people who must be consistently followed-up before they can be turned into faithful and consistent customers of the particular establishment.

It will be seen that the latter group will demand a different soft of letter from the one sent more or less regularly to the regular trade. Dealers have found that a different letter is usually required for each group, in order to make possible the most appropriate personal appeal.

Although a mailing list serves its purpose best when it brings a reasonable quota of immediate sales, the dealer should not lose sight of the fact that an efficient mailing list is really a persistent builder of future business. Once a man or woman has gotten his or her name on the mailing list every effort should be made to follow up the prospect consistently for as long a period as is necessary.

This is best illustrated by the experience of a prominent New York merchant who recently inaugurated a novel idea at his establishment. He instructed the members of his sales force to take the name, address and birthday of every child accompanying a customer to the store. This information is noted on a separate slip, which is handed to someone in the manager's office at the end of the day. The information is transferred to a card, which is filed away according to the birthday.

On each birthday, the child whose name is entered on one of these cards receives a handsome birthday greeting card from the merchant. This continues on each successive birthday, up to the time the youngster reaches maturity, and independent buying power. By that time the merchant has won over a regular customer, and a very faithful customer at that.

"When I first inaugurated the idea," the merchant told the writer, "people thought that I was making a flier for infant trade. Though that partly was my purpose, my chief aim was to begin building up trade for the next twenty years. I thought the best way of doing this would be to start building up my prospective list for twenty years to come."

At the time this article is being written the merchant has on file something like five thousand names of youngsters, each of whom receives a birthday greeting card, and each of whom is counted a prospective customer.

There are many other classifications. Some dealers have a separate file for those of their customers and prospects who are known to be salaried people, others who are in business for themselves, those who own their own homes, and so down the list.

Must be kept Up to Date

The mailing list should be constantly revised, so that changes in addresses, due to removals, can be duly noted. Names of those who have removed from the territory, the names of deceased persons, should be eliminated immediately.

WELDON ROBERTS
Rubber Erasers

We have been content only with the production of Erasers that would command recognition everywhere as the "WORLD'S QUALITY STANDARD"
We Produce 88 Styles.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

GET THE BEST! **BLOTTING PAPER**

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

The McKinley Edition of Ten Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music** as an established demand for this line of Music exists throughout the United States and Canada.
It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**
It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means a **profit of over 150 per cent.** to the dealer.
The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.
A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO. *New York City: 145 W. 45th Street*
The Largest "Exclusively Sheet Music House" in the World
Chicago: 1501-15 East Fifty-Fifth St.

CANADIAN MADE PLAYING CARDS

When ordering from your jobber specify our well-known brands:

Good Luck *St. Lawrence* *Golfer*
Oak Leaf *Sports* *Royal Whist*

We also manufacture playing cards for advertising purposes.

CONSOLIDATED LITHOGRAPHING AND MANUFACTURING CO., LTD.
Phone LaSalle 393-4 284 Parthenais St., Montreal, Canada

Good Selling Specialties for Toy Trade

Watch This Page for Novelties

Dolls Dolls

Jockie Dolls, Cupie Dolls, Baseball Dolls, Hair Dolls, Dolls in a Barrel, Dolls Naked, Dolls with Movable Arms, Hair Dolls, Beach Flirts. Send six dollars and we will send you six samples. We make Electric Shade Lamp Standards, Black Cats, Horses, Dogs and a large assortment of Statuary. Lowest prices with good work. A small amount will hold your order till the Xmas trade, ready waiting shipping instructions. If you do not want immediate delivery get your orders in now. We have 10,000 dolls in stock. Last Xmas we could not fill all orders.

THE BEAVER DOLL CO.

200-2-4-6-8-10-12 Dundurn St. S.

Hamilton - Ont. - Canada

PLAYTHINGS

The American Toy Journal



18th year of publication and the largest Toy Magazine in the World. The editorial pages give all the news of the Industry and there are 300 to 500 Business Announcements in every issue.

Subscription--$2.00 per year

Foreign $3.00

Send your subscription NOW

PLAYTHINGS

118 E. 28th Street ZEW YORK

Keep YOUR Toy Line

Constantly Before the Toy Buyers of Canada by Using One of these Spaces Regularly at

$5 a Month

CHRISTMAS TOY PRICES

The cost of toys for this Christmas will be about the same as last year according to the predictions of the American Association of Toymakers, who recently held a convention in Atlantic City.

$100 AND $1,000 TOY ASSORTMENTS

It is a common practice in the toy trade to place great reliance upon the judgment of veteran salesmen as to the quantity a buyer can use of a certain toy or a certain toy line, and it is by no means unusual to find a salesman pleading that a certain order be drastically reduced because he believes it too large for the buyer's territory.

Conscientious salesmen pride themselves upon this policy, and hundreds of times they are able to save a too enthusiastic buyer from himself, though no matter how accurate the salesman's judgment may be he is often too conservative in his analysis. But be that as it may, he realizes that he does not want his customer to make any mistakes and he will go to any diplomatic lengths to prevent this possibility.

The constant stream of buyers in this industry who have had little or no previous training makes a close co-operation and relationship not only desirable but necessary in the world of modern business.

In this connection the writer would suggest a more extensive use of $100, $500 and $1,000 assortments so that a buyer could get a good average selection of toys and save considerable time and money.

Were assortments of various popular sizes available it would be a far simpler task to start a new toy department all over the country. Toys would then be retailed by men one would never believe interested.

A word to the wise is acted upon!—Playthings.

Nerlich and Co., of Toronto, are showing a new line of oilette paintings. These are imitations of oil-work and are copied cleverly from old and modern masterpieces.

Every Season Is Toy Season

KIDDIE PONIES



Playthings for Children are essential at all seasons of the year and dealers should not neglect this profitable line.

KIDDIE PONIES, SHOO-FLY ROCKERS, KINDERGARTEN SETS, DOLLS' BEDS, ETC., are all-year sellers.

Write for catalogue.

Order Christmas goods early.

Toy Woodworkers Limited

Minto St., Winnipeg, Man.

BURGESS & CO.

58 Church Road

Upper Norwood, London, S.E. 19

ENGLAND

FRENCH

TOYS

FANCY GOODS

BRIAR PIPES

Write for Catalogue and Prices

Your Advertisement in this space will give you a high degree of publicity value at $5 a month on yearly contract.

Good Selling Specialties for the Stationery Trade

---A Guide for Buying and an Aid to Selling---

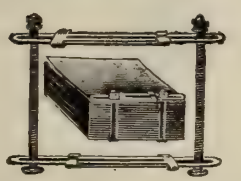
Dealers: Keep Your Eye on This Department for New Lines

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Special Contract Rates to Booksellers. Quick Service, Dependable Work

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The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

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Show Card Colors



A Palette of 15 Selected Colors, of great depth and brilliancy. Mat drying and ready for use. In 2-ounce patent lid jars and larger sizes. Sample Card on request.

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Manufacturing Artist Colormen since 1854
Main Office and Factory:
1220 Buttonwood St., Philadelphia, Pa.
Baltimore **St. Louis**

NEW GOODS
DESCRIBED AND ILLUSTRATED

NEW FOUNTAIN PEN

A companion to the "Pen with the Magic Button" has been produced and is being introduced to the trade by the Modern Pen Company, of New York. This new fountain pen resembles the older pen in many respects.

Its distinguishing characteristic from the other pen lies in the "self-filling" device, which is in the form of a lever attached to the barrel of the pen. To fill the pen one has simply to dip it in ink, raise the lever and lower it again. The old pen, as is generally known, is filled by twisting the bottom capping it.

The manufacturers have moved their quarters to 533 Canal Street, N.Y., where they have established a substantial up-to-date working plant.

NOVELTIES FOR BANKS

Benj. D. Benson & Sons, Inc., of New York, in preparation for their Christmas season, have recently added a large and varied line of Christmas novelties appealing especially to banks and trust companies. This line includes embossed cut-out envelopes for the insertion of bank notes or paper currency, pass book envelopes, savings checks, currency envelopes, special Christmas checks and gold and silver coin holders The line also includes a select assortment of birthday and anniversary gift envelopes. These novelties are all suitable for bank advertising with the bank name embossed or printed as desired and appeal especially to live banking institutions who desire to impress their customers with their service.

A NEW SPECIALTY

Something new in the line of typewriter cleaners is Typo-O-Lene, a product of the Peco Manufacturing Company, 41 Perry Street, New York, N.Y. The manufacturers state that this new cleaner is absolutely non-inflammable, it has a pleasing odor, dissolves dust accumulations and does not stain. It retails for 50 cents per bottle.

Pugh Specialty Co.
LIMITED
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents
We own or control 5 Factories

Our Lines

French Ivory.
Pennants, Cushions and Textile Novelties.
Supplies for Celebrations, Old Boys' Re-Unions, etc.
Tag Day Supplies.
Advertising Signs and Banners.
Purses, Wallets and School Bags.
Powder Puffs.
Souvenir Novelties.
Booklets, Post Cards, etc.
Toy Books.
If you don't get our Catalogue regularly, send us your name. It's well worth having.

RELIANCE INK
"The Ink You Can Rely On"

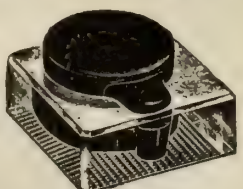
New Graceful Bottle



New Attractive Label

Reliance Ink Co., Limited
Winnipeg, Man.

INKSTANDS
OF ALL STYLES

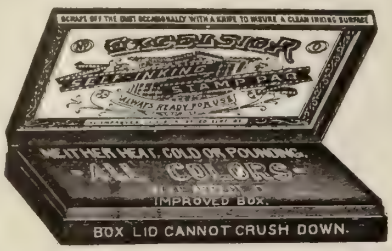


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Frank A. Weeks Mfg. Co.
93 John St., NEW YORK CITY, N. Y.
Canadian Jobbers handle our lines.

Good Selling Specialties for the Stationery Trade

---A Guide for Buying and an Aid to Selling---

Dealers: Keep Your Eye on This Department for New Lines



Known and sold wherever Rubber Stamps are used

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Passaic, N.J., U.S.A.

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STAMPING INKS OF ALL KINDS

The Self-Filling

WILLARD

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Fitted with our Patented, Self-regulating "Automatic" Feed. Indestructible Reservoir Sac. 100% Ink Capacity. Full size 14 kt. Gold Pens, tipped with hardest Iridium.

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Send for Illustrated Catalog and Net Price List.

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318-326 West 39th Street
New York, N.Y., U.S.A.





Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C.H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

CASH REGISTER ENVELOPES

From the Universal System Co., 608 S.Dearborn Street, Chicago, comes a sample of their Petty Cash Register System, being an envelope for filing bills and vouchers. When payments are made for items not requiring any bills payee must sign in space provided on the envelope. The idea is then to issue cheque for total amount of expenditures covered, distribution on books being made accordingly.

The envelopes retail at $2.50 per hundred in the U.S.

NOVELTY PAPETERIES

French stationers are showing boxed papers that are quite gay in color and with extra large, novel cut, envelopes. The French conceptions are very attractive in coloring and the envelopes much larger than those with which the Canadian trade is familiar and more novel in design. Each box contains 25 sheets and 25 envelopes and the tops are particularly appealing, some of them genuinely steel engraved. The envelopes are all tissue lined and the paper bordered in most of the numbers..

Among the conspicuous numbers are Flore, a deep orange; La Favori, in blue, orange, khaki and cream; Les Lampions, in green; Les Guiriandes, a dainty cream; Ma Mie Roselle, in pearl and orange; Confidence has a mauve color; Deauville is a cream, with orange border; La Roseraire is "Nuzzard"—blue; Novoit is a deep crimson color with deep black tissue-lined envelope; Zephyr d'Alsace has a paper of mauve and of azure blue; The Paris is a dark blue with a red border; Sores Bois has a pearl, azure, mauve and white sheet and Coecilia has paper of the same color and both are deckle edged, as is Les Joutes, which has a sheet of cream.

PAPER NAPKINS SCARCE

Years ago when you visited a restaurant and got your "set up" preparatory to securing your meal, a linen napkin was a part of the "set up." Then the linen napkin disappeared as laundry bills increased, and the paper napkin came into vogue. Now it is stated that unless something happens to prevent the paper napkins are doomed. The American Lace Paper Co. declares the production of paper napkins to be three fourths less than the demand and that within three months the supply will be exhausted. Underproduction of pulp is held responsible for these conditions.

HAVILAND'S
SEMI-LIQUID PASTE
Pure White

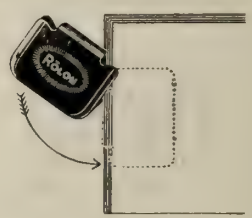
A splendid adhesive for use in office and home.
A strictly Canadian product. All ingredients, bottles, labels, etc., made in Canada.

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Good Profit for dealers. Made in the following sizes: 5 oz. and 8 oz. bottles with adjustable brush and 32 oz. (quart,) 128 oz. (gallon) Jars. Send for Price List.

A. R. HAVILAND & CO., Mfrs.
56 & 58 Lippincott St. TORONTO

RŌLON CLIP



Merely Start from the Back and
ROLL IT ON

The RŌLON is a new idea in Steel Binder Clips, and has been an instant success.

Cannot pick up other papers.

Packed 12 to a box, 1 gross to a carton

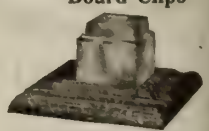
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Manufacturers
Moisteners
Standing
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Hanging Files
Punches
Board Clips

Inkstands
Automatic
Wood
Glass



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384 B'way, N.Y.

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MADE IN THE U.S.A.

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is such a desirable book that a display of them will sell every one in your stock. You take no chances because in lots of 25 or over we allow 6 months free return privilege.

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No. 1



No. 25.

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Push Maptacks
Push Thumbtacks

"Standardized and Advertised the world over."

Send for Samples and Prices Advise your Jobber or

Moore Push-Pin Co.,

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WANTED.—RESPONSIBLE SALARIED connection with opportunity of investment by practical, progressive, experienced young man, manufacturing or selling blank books and loose leaf goods. Address "Confidential," Box 4, Bookseller and Stationer.

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IS THE SUPREME OFFICE ADHESIVE
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Dealers who are interested in
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BILL FOLDS
Davis Novelty Co., Mappin Bldg., Montreal, Que.

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The Copp, Clark Co., Toronto.
Dawson Ltd., W. V., Montreal, Toronto, Winnipeg.
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Artistic Stationery Co., 164 Berkeley St., Toronto.

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Pugh Specialty Co., 38 Clifford St., Toronto.

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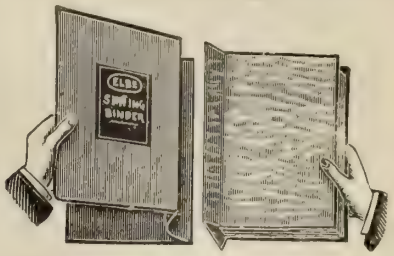
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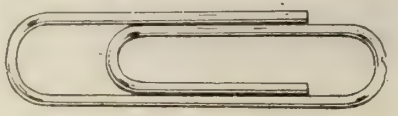


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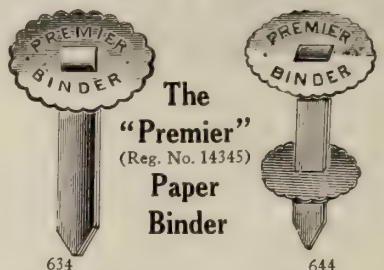
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(Registered)

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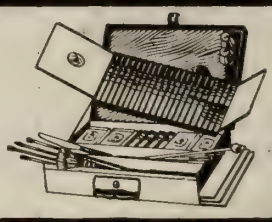
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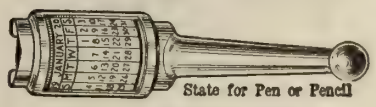


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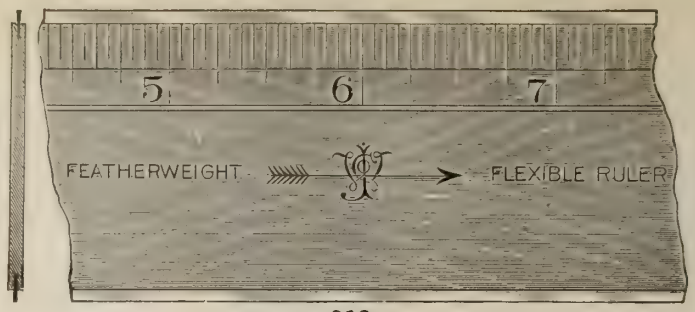
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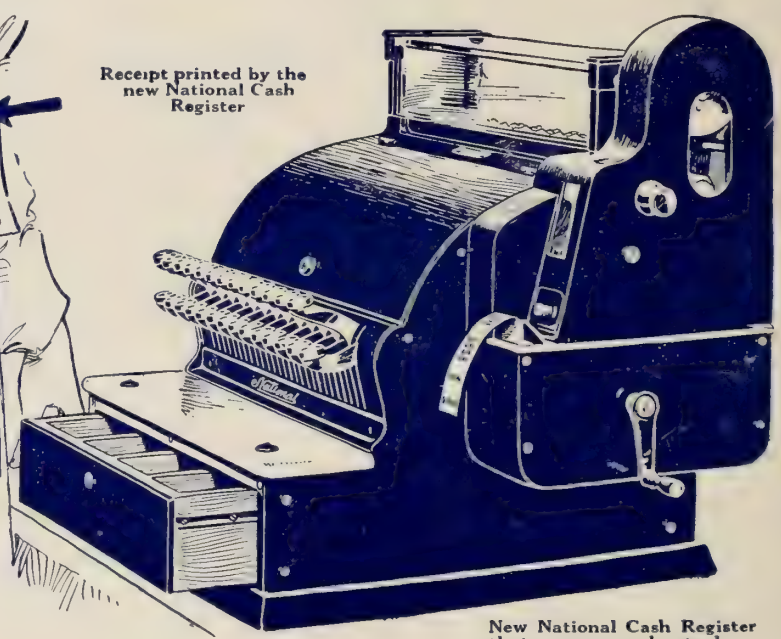
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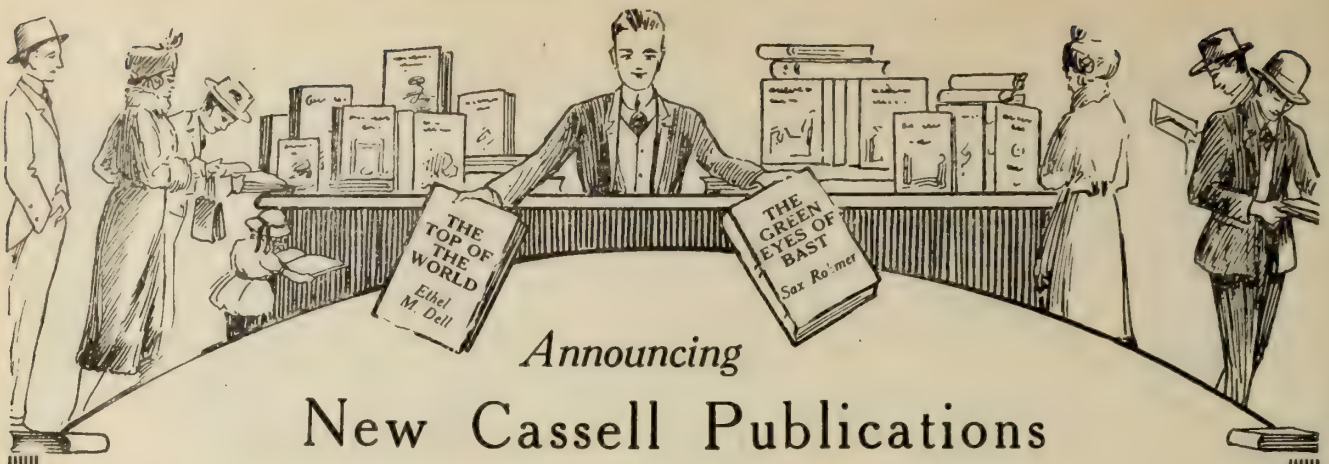
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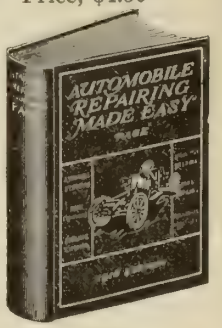
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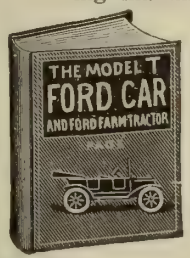
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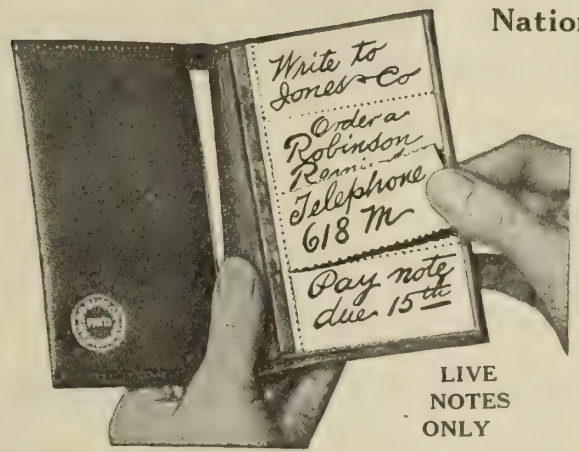
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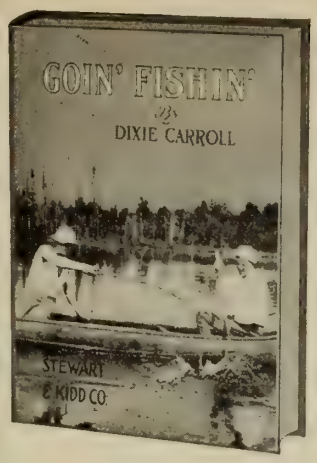
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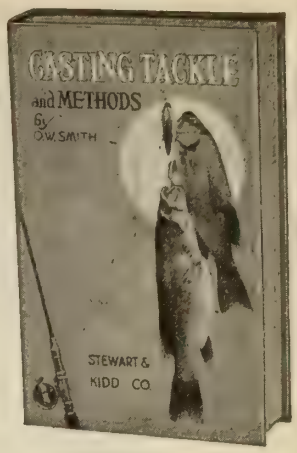
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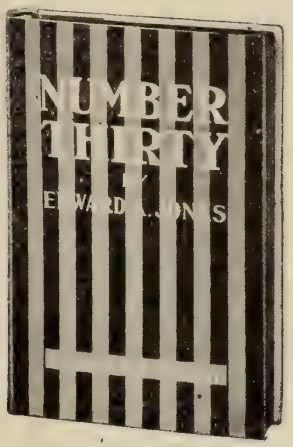
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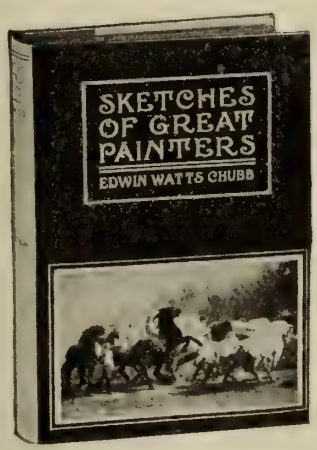
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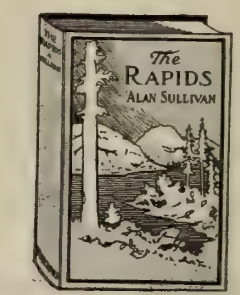
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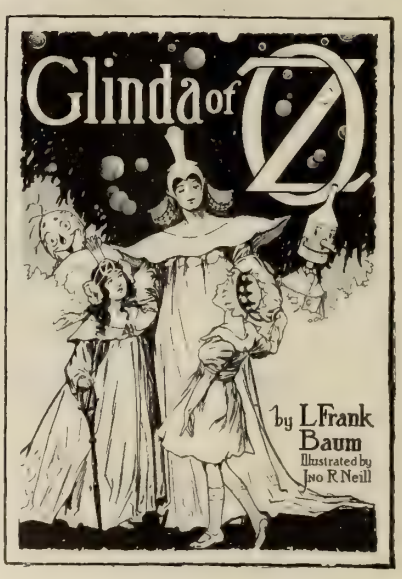
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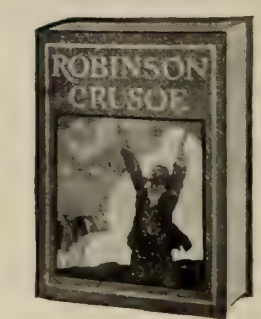












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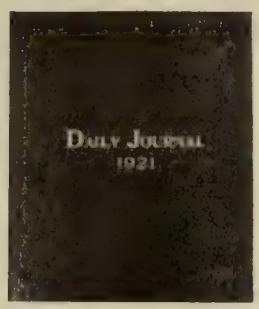
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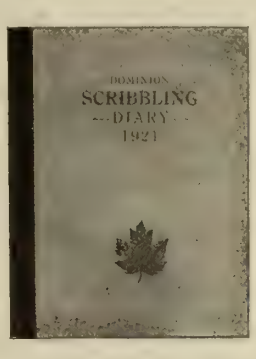
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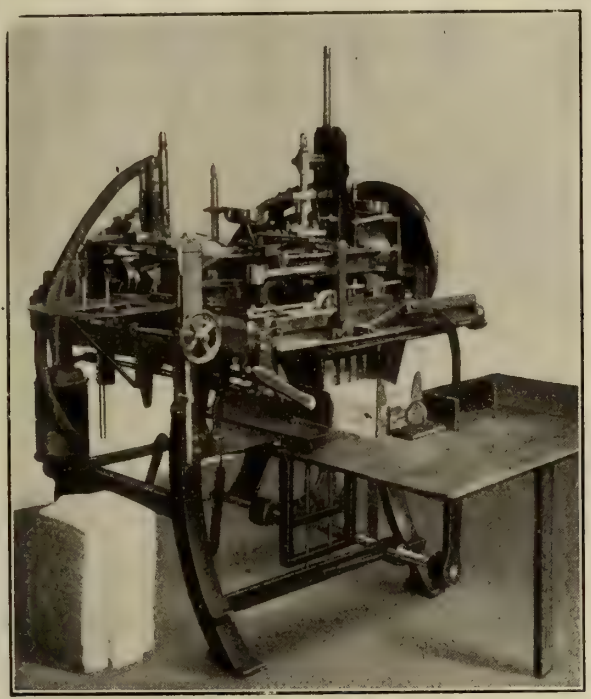
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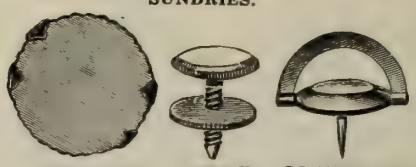


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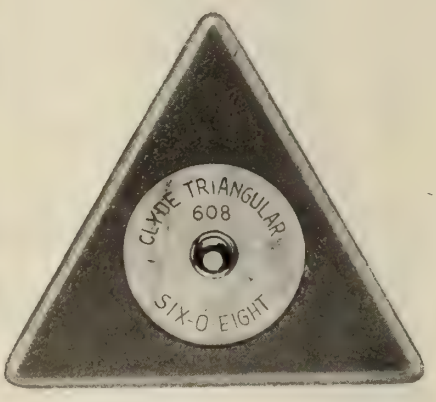


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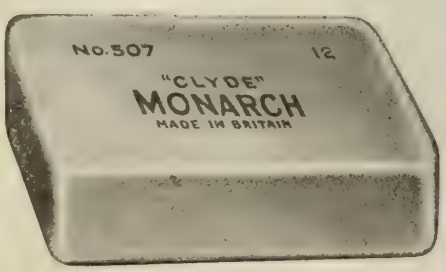
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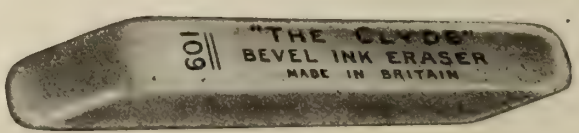
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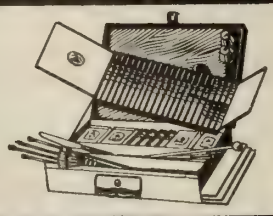
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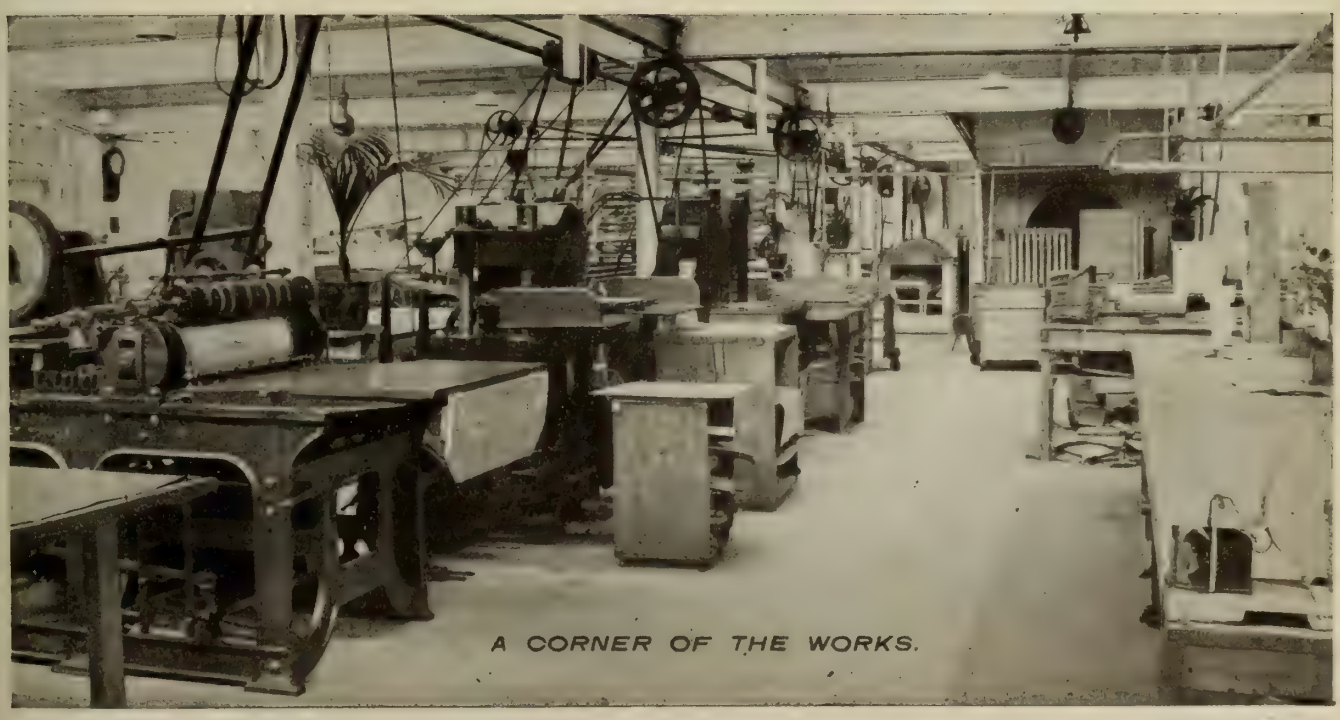
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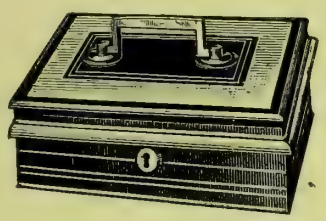
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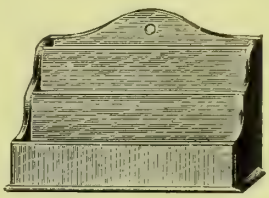
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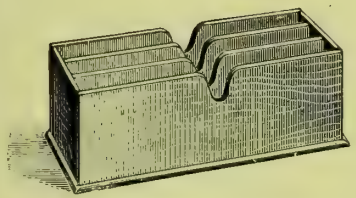


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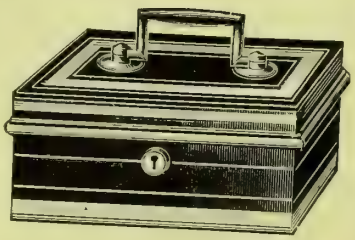
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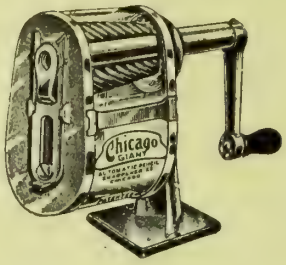
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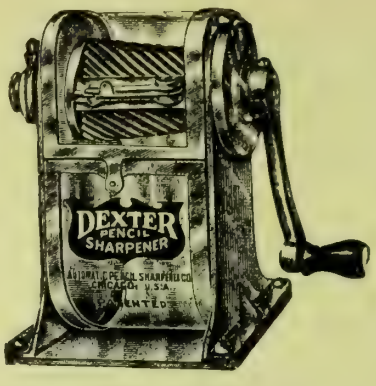
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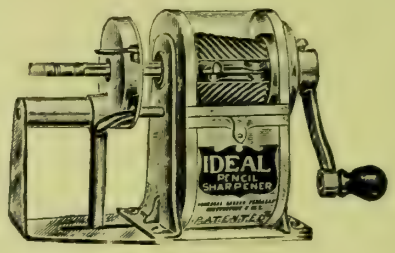
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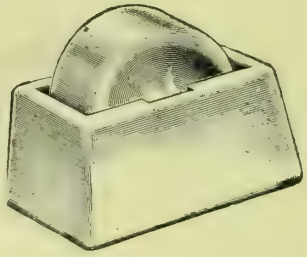
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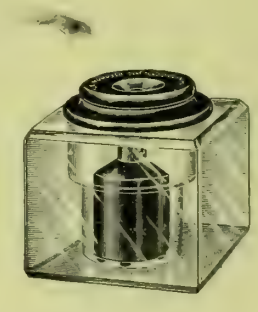
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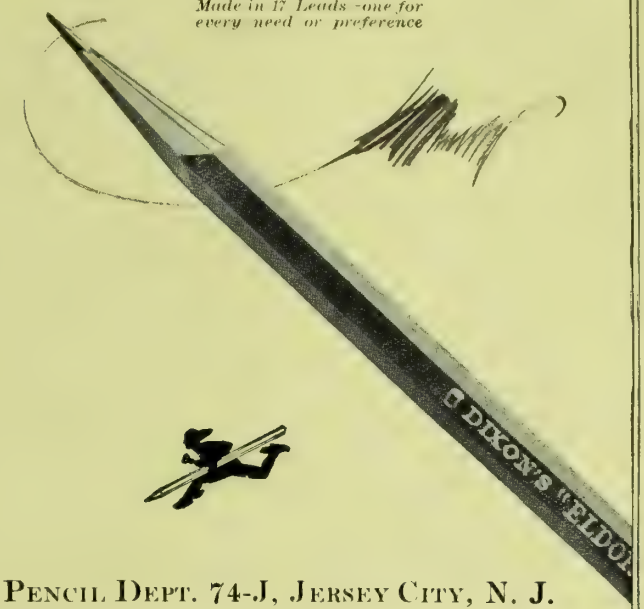
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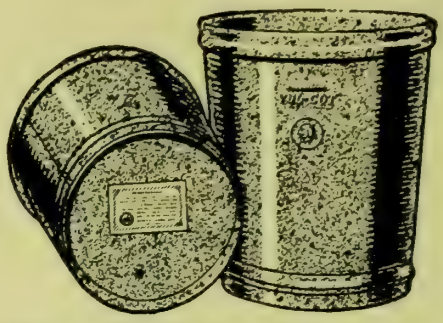


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EDITORIAL COMMENT

PIONEER HISTORY

A BRANCH of the book business in Canada that has been too much neglected is that of local historical records. Booksellers in every locality should encourage the publication of such works and when published should get behind them with the best that is in them toward getting copies of such publications into all homes of the community. Every county should have its historical society similar to the York Pioneer and Historical Society or something akin to it—like the Grand River Historical Society, in the formation of which W. H. Breithaupt, of Kitchener, was one of the leading spirits.

Premier Drury speaking at a meeting of the first-named organization at Sharon, Ont., on Sept. 11th, said:

"The history of the pioneers strikes the keynote of all Canadian life. If we ever lose that keynote a great national calamity will come upon us."

The premier emphasized the importance of preserving something of the romance of pioneer life for succeeding generations. He felt that by so doing a strong national life would be built up to a higher degree. He contended that every county should have an organization similar to that of the York Pioneers, whose business it would be to collect and record all the old stories and tales of their grandfathers. These, he said, were in a large measure being forgotten. History suffered through the lack of such organizations. In such tales as these was written the true history of Canada, telling, as they did, of the struggles, the hardships and the triumphs of sturdy forefathers.

The premier made a strong appeal for the compilation of a real pioneer history before it was too late. He considered the present-day history books reflected in a very dim manner the real life of the early settlers in the country. "Such a history will not be merely a preservation of sentiment, but a real work inspiring family, neighborhood and race continuity."

Chief Big Canoe, a descendant of the original Canadians and one of the oldest members of the association, was reminiscent in the speech he delivered. He told the audience that he was 86 years of age, though he did not know when his birthday was. From his mother he learned that he was born "at the time the frost leaves its winter quarters." With him the chief brought relics of his tribe and presented a tomahawk which had belonged to his great-grandfather to the society. The tomahawk bore the dark stains of paleface blood. The relics were examined with much interest by those present, as was also his picturesque and war-like headgear, which he announced he would present to the society on a future occasion.

Every county has interesting figures whose reminiscences are worthy of permanent records that will be worthy additions to every local library.

Booksellers thoughout Canada should feel a high degree of personal responsibility in promoting the attainment of these ends in their respective counties or districts.

BUY NOW

THE retailer is in business to do business; if he has nothing to sell it follows that his customers will see nothing to buy. It is the belief of the veterans in the trade that nothing can be gained by holding off between now and Christmas. When the rush comes, as it surely will, the merchant who has overdone caution will find his shelves sadly unattractive to the holiday shopper. It is easy enough to order, but it takes some time to manufacture, and even if the retailer is willing to pay further advances the manufacturer may have to refuse his orders on-short-notice, which arrive at the last minute.

BRITISH EXPORT ACTIVITY

IT IS authoritatively stated that for 1921 orders, the British concerns manufacturing leather fancy goods, toys and games, will be in a better position to care for export orders than they have been since before the war.

It is consequently anticipated that the development of trade in Canada by such firms, from this time forward, will be far more vigorous than for several years past.

It has taken some time for many of these Old Country firms to get into a position to adequately supply Colonial and foreign markets by reason of the handicaps they faced at the end of the war together with the shortage of goods to be made up in order to satisfy the insistent demands of the home market.

SHOW CARDS

LIKE the window, the show card is one of best advertisers the bookseller has, and every man in the business would do well to get the most out of this link between himself and the public. There is no doubt but that the merchant, like every one else, has to keep in the public eye. Should he "fall down" on this he runs a chance of being forgotten by the public.

As a general rule, certain articles in the bookstore are purchased because people happen to see them. Neat and attractive signs function in much the same way as displays in the window or on the counter. Certainly the customers know that the bookseller handles the lines he does but it pays, just the same, to remind them that certain things are kept in stock.

The chain store never loses an opportunity to profit by show cards. The latter take the place of the spoken word in the display of merchandise, and a certain number of them can always be used to advantage. Cards can always be fashioned to be of general use, and if given a rest between times they will always appear new when used again.

LIBRARY LEGISLATION

THERE has been a decided step forward in public library legislation in the Province of Ontario in which there are at present over four hundred public libraries. The Drury Government has enacted legislation whereby the Public Library Board may demand from the Municipal Council that a rate be levied to produce an amount equal to fifty cents per capita of the population of the municipality, police village or school section, as shown by the latest assessment roll. This may be increased to seventy-five cents per capita by a vote of the majority of the council present and voting thereon. In addition to the amount secured in the rates, the council may support the library by making a grant in money, lands or buildings.

Again, the new Act makes possible the establishment and maintenance of public libraries in rural districts and subsidizes libraries whch are operated in an intelligent manner. It also provides for a Government library school wherein those who desire to enter library work may be trained and gives the Minister of Education and the superintendent of public libraries wider powers for aiding the work.

WHY COSTS INCREASE

THE foreman of one of the largest manufacturers of leather goods in Canada was recently discussing the leather situation of today with Bookseller and Stationer. He said the time had gone when the trade was learned in the hard school of experience. A young man himself, he said that he had been bound to his trade for five years, beginning his work with a salary of two dollars a week which was not raised to three until he had completed two years! Girls were then engaged for one dollar and fifty cents. No matter how clever the apprentice, he was never allowed to touch all parts of the work in less than the prescribed time. Now-a-days the young lad received ten dollars a week to begin with. He wasn't spoken of as an apprentice. As fast as he had the will to go, he moved along until, very often in less than a year, he had worked on the most difficult machines. If he was not then satisfied with the treatment shown him, he sought out another leather goods firm, declared himself a finished leather goods maker and demanded a munificent salary. This was one of the many reasons why leather goods are costly.

WHAT BRITAIN NEEDS

EVERYBODY knows about the big concerns that have grown from small beginnings and each individual is especially, familiar with men who have built up big establishments from modest initial efforts. Almost invariably these successes have been attributable in large measure to consistent advertising. Recently the Canadian Commissioner, in the Board of Trade Journal of England, pertaining to this important question of advertising, said that the great headway made by large U.S. manufacturers in building up trade with Canada was due to a very high degree to the notable advertising campaigns of these U.S. concerns. They advertised continuously and effectively. The point he made was that British exporting firms were, for the most part, not so keen in this direction, which accounted for the fact that British products were not as strong as they ought to be in Canadian trade nor as they would be were the British houses to boost their products by good strong Canadian advertising. The Commissioner summed up his opinion in these words: "Spasmodic advertising is of little value. A well prepared and properly conducted campaign, occupying a long period, then to be renewed, gives the greatest service."

REMEMBER your obligations and then go a step farther.

* * *

A SALE is never completed until the customer comes back again.

NEWS OF THE TRADE

Sydney, N.S. — Murphy's Bookstore advertises receipt of a large shipment of Gaelic books direct from Edinburgh, Scotland. Other booksellers in Highland Scotch settlements please note.

NEW ARRIVALS

There has just appeared a new steel cash box which will be a profitable article for stationers to handle. The cash box is equipped with a plated lock, fully supported by pockets and riveted to the body. It is made in various sizes and can be used for either a cash, bond or money box. The box is neatly made and finished in gun metal.

THE NAME IS MIDDOWS

In the September issue an article appeared on page 55 referring to the opening of a Canadian branch of Middows Bros. & Co., Ltd., of Chancery Lane, London, W.C. Unfortunately the initial "W" was used instead of "M." The name thus appearing as "Widdows" instead of "Middows." We publish this correction so that the Canadian trade may be properly posted regarding the correct name of this firm. The Canadian branch is at 81 Victoria Street, Toronto.

COMMON SENSE NOTES ON FIRE PREVENTION

1. Every time there is a fire loss it comes out of your pocket.
2. The greater the risk the higher the rate of insurance.
3. Your own carefulness will not prevent another's negligence.
4. Keep your store free from inflammable rubbish but see that your neighbor does the same.
5. See that all fire apparatus is in working order and always ready for instant use.
6. It is to your interest, as a business man and as a citizen, to protect yourself and your community.

THAT PAPER SHORTAGE

"One regret of the book-lover is the difficulty of finding books that are out of print," says E. Montizamber, writing of London's quaint bookshops, in the "Montreal Gazette." "One is told that the shortage of paper is the reason why it is no longer possible to buy books like Mr. Hilaire Belloc's delightful 'Avril,' and yet the counters of Messrs. W. H. Smith are weighed down with new editions of the works of Miss Ethel M. Dell, whose output no world shortage is allowed to diminish. Perhaps I may be lucky enough to find the former, my own copy having been 'borrowed,' alas, these many years, among the second-hand book-stalls in Farringdon Street or in the Caledonian Road."

Gross sales of the American Writing Paper Company are running well over $3,000,000 a month, or at the rate of close to $40,000,000 a year, a volume of business far surpassing those in any previous year in the company's history. In 1919 the gross business was $16,936,000. Present indications are for a profit of $4,000,000 in the current twelve months, before deducting Federal taxes.

SCHOOL BOOK FAMINE

As indicated weeks ago by Bookseller and Stationer, there is a school text book famine. School opening came but the crop of text books was woefully poor. Among the missing were arithmetics, grammars, fourth readers, spellers, and the histories of England and Canada.

Teachers have been advised that the books will go forward as soon as published. Meantime, it is up to the teacher to supplement the prescribed work with books of her own, allowing two pupils to read from the same book, and to depend largely on blackboard work and the pupils taking notes.

"The paper and school book situation is the worst ever this year," said Secretary Kerr, of the Toronto Board of Education. "We were not notified as early as usual this year what firms had the Government contract for school books, and before the Government decided upon that, this critical newsprint and paper situation arose. As for the price, we are paying far more than ever we dreamed of, and then the supply is so short that to provide sufficient is task enough without laying in any extras."

The situation in Winnipeg as to the school book shortage was summed up as follows by the "Tribune" of that city:

"Shortage of paper and continued export by Canadian manufacturers into the United States has resulted in a school book shortage in Winnipeg. Book dealers said to-day they were forced to refuse orders for certain books which are not procurable. In some cases the texts have been more cheaply produced and are selling at the prices charged for the good quality productions a year or two ago.

"Second-hand books are being sold by graduates for the prices they paid for them, according to reports. During the last two years school books have increased in price from 10 to 20 per cent."

COST AND WAGE RATE BOOK

A new book which has just been issued by the Special Purpose Book Co., of 217 Fulton Street, New York City, is a combined cost and wage rate book, which shows ¼ and 1-10 hour divisions and rates from 10 cents to $1.50 per hour. These books may be obtained in either bound volumes or loose leaf form.

DISASTROUS FIRE AT GUELPH

Charles E. Nelles informed Bookseller and Stationer directly following the disastrous fire which destroyed his fine book and stationery store in Guelph on the night of Thursday, Sept. 2nd, that, having always been a firm believer in fire insurance, that the $15,000 damage done, was, on account of the insurance, not a serious loss in a pecuniary sense, but from another standpoint it was very serious for him, as it would be a long time before he could do very much in the way of decent business owing to the damage to the building and the balance of the stock being smoked and soiled from the intense heat.

The first letter he wrote was one to the editor of Bookseller and Stationer asking that his thanks be expressed to the many members of the trade who had written to him upon hearing of the fire. It was a great help and source of satisfaction to him to find so many eager to assist him in the resumption of business. He suggests that wholesale houses forward price lists and catalogues to replace those destroyed in the fire.

Mr. Nelles worked all day Labor Day to see what could be done for the schools and for the opening day on September 7th. It was "Labor" day for himself and three assistants in the true sense of the word.

A considerable proportion of the stock destroyed consisted of school books and supplies that had been ordered for school opening trade. Much of this was salvaged and supplied at a discount to his customers.

HIGHER PAPETERIES?

According to a leading firm of papeterie manufacturers a continued shortage of raw material will exist for some time, and everything points to higher prices for the year 1921; surely, there will be no drop in prices as long as the entire world is depending on us for paper, with no new mills or large additions being erected to offset the demands. Their advice to retailers is to have a reasonable size stock (not speculating) to meet requirements, as with manufacturing difficulties, prompt delivery is problematical.

BACK FROM THE WEST

A. R. MacDougall, just back after a two months trip through Western Canada, including a visit to Prince Rupert, is most enthusiastic in his praises of what he saw and the hospitality of the members of the stationery trade whom he met. It is hoped to have in the November issue more extended impressions of the great West which he gained in this trip. On October 6 Mr. MacDougall leaves on a trip to England.

Merchants Protest Low Postal Rates

Dominion Executive of R.M.A., on Behalf of the Merchants of Canada, Make Representations to the Postmaster-General—Points Out That Public Money Enables Mail Order Houses to Deliver Goods.

REPRESENTATIONS on behalf of the retail merchants of Canada have been made to the Honorable P. Blondin, Postmaster-General, Ottawa, by the officers and executive of the Dominion Board of the Retail Merchants' Association. Attention is drawn to the dissatisfaction and unrest that is felt among retail merchants generally, owing to the great development of a few mail order houses who, in the opinion of the Dominion executive, have become immensely wealthy by taking advantage of the low postal and railway rates at the expense of the general public, for the reason, it is pointed out, that they have been, and are using, public money to enable them to have their goods delivered in all parts of Canada, at what, is it considered, is a direct loss to the Government and against the best interests of the citizens and tax-payers of every municipality of Canada.

Making Canada Prosperous

It is urged that Canada can only become prosperous by having prosperous cities, towns and villages located in convenient parts so as to be of service to the agricultural community, and to those engaged in mining, fishing and other productive pursuits, as well as to serve all those who are engaged in all sorts of occupations and professions and who make up the civil life of the community.

As an association of retail merchants, it is asserted that the occupation of the retail merchant is absolutely necessary, and that his services cannot be dispensed with. He therefore claims the same protection from the Government of Canada that is tendered to every other class.

Present Conditions

From facts the Dominion Board has been able to secure, it is claimed:

(1) That the contract made between the Postal Department of the Dominion Government and the railway company of Canada for carrying mail matter, including parcel post, is much below the cost of carrying the same and consequently, now that a large part of the railway corporations have been taken over by the Government, the loss to be sustained is coming directly out of the public treasury of Canada, to the detriment of the growth and development of the cities, towns, and villages of Canada, and for the special advantage of a few mail order house proprietors.

(2) That, in the opinion of this board, if the proper cost for carrying parcels by mail was charged against the said parcel post, that the cost of postage stamps on letters would be greatly reduced.

(3) That, the present rates of wages and commissions that are being paid to the rural postmasters, mail carriers and postal clerks are not in proportion to the service they render, and as this large army of people is being underpaid they are suffering at the expense of the public of Canada, and the mail order houses are receiving the benefit to the detriment of the growth of the cities, towns and villages of Canada.

(4) That when the Post Office Act was amended creating zones of twenty miles radius, each increasing the cost of the mail service the further they proceeded from the point of mailing, it was understood at that time that this plan would be carried out in reference to mail order house catalogues as well as to all articles sent by parcel post. Since then, it is learned, that mail order houses send their catalogues by freight or express from their central warehouses to the central post office within the twenty mile zone, and from this point they are delivered, thus defeating the original proposal.

In conclusion the Postmaster-General is reminded that a resolution was passed at the last meeting of the Dominion board, requesting the Dominion executive officers of the association to interview the Postmaster- General on this important matter, and to request him, along with other members of the Dominion Cabinet, to appoint a special committee from the members of the House of Commons to hear evidence on this subject and investigate the same, and provide the necessary remedy.

Useful Information

TABLE OF WEIGHTS AND MEASURES

LONG MEASURE

12 Lines	1 Inch
12 Inches	1 Foot
4 Inches	1 Hand
3 Feet	1 Yard
6 Feet	1 Fathom
5½ Yards	1 Rod or Pole
40 Rods	1 Furlong
8 Furlongs	1 Mile
3 Miles	1 League
69½ Miles	1 Degree
1,760 yards or 5,280 feet	1 Mile
6,075.81 Feet	1 Nautical Mile

SQUARE OR LAND MEASURE

144 Square Inches	1 Sq. Foot
9 Square Feet	1 Sq. Yard
30¼ Yards	1 Sq. Rod
40 Poles or Rods	1 Rood
4 Roods	1 Acre
640 Acres	1 Sq. Mile

CUBIC OR SOLID MEASURE

1,728 Inches	1 Solid Foot
27 Feet	1 Solid Yard
42 Feet	1 Ton Shipping
128 Feet	1 Cord Wood

LAND SURVEY MEASURE

7.92 Inches	1 Link
100 Links	1 Chain
1 Chain	66 Feet
10 Square Chains	1 Acre

ENGLISH MONEY TABLE

4 Farthings	1 Penny
12 Pence	1 Shilling
20 Shillings	1 Pound

AVOIRDUPOIS WEIGHT

16 Drams	1 Ounce
16 Ounces	1 Pound
14 Pounds	1 Stone
25 Pounds	1 Quarter, C
28 Pounds	1 Quarter, E
4 Quarters	1 Hundredweight
20 Hundredweight (2,000 lbs., Can. / 2,240 lbs.. Eng.)	1 Ton

PAPER

24 Sheets	1 Quire
20 Quires	1 Ream

APOTHECARIES' WEIGHT

20 Grains	1 Scruple
3 Scruples	1 Dram
8 Drams	1 Ounce
12 Ounces	1 Pound

TROY WEIGHT

24 Grains	1 Pennyweight
20 Pennyweights	1 Ounce
12 Ounces	1 Pound

CLOTH MEASURE

2¼ Inches	1 Nail
4 Nails	1 Quarter
3 Quarters	1 Flemish Ell
4 Quarters	1 Yard
5 Quarters	1 English Ell
6 Quarters	1 French Ell
37 Inches	1 Scotch Ell

MEASURE OF CAPACITY

4 Gills	1 Pint
2 Pints	1 Quart
4 Quarts	1 Gallon
9 Gallons	1 Firkin
36 Gallons	1 Barrel
63 Gallons	1 Hogshead

DRY MEASURE

2 Pints	1 Quart
4 Quarts	1 Gallon
2 Gallons	1 Peck
4 Pecks	1 Bushel
36 Bushels	1 Chaldron

TIME MEASURE

60 Seconds	1 Minute
60 Minutes	1 Hour
24 Hours	1 Day
7 Days	1 Week
4 Weeks	1 Month
12 Months, or 365¼ Days	1 Year
100 Years	1 Century

DAYS IN THE MONTH

30 days hath September,
April, June and November;
February has 28 alone,
And all the rest have 31;
But Leap Year coming once in four,
February then has one day more.

Inspiration for the Junior Clerk

On the Development of Self-Confidence and Self-Control—The Value of Enthusiasm.

SELF-CONFIDENCE

If you are a failure, if you are unhappy and despondent, you may see the person who is most to blame by stepping to the looking-glass!

It's sad, but true!

When you begin to succeed you may put it down as a sure that you have commenced to believe in yourself.

Through the principle of Auto-Suggestion you are constantly urging yourself on to greater achievement or defeating your aims, to the extent that you have faith in yourself or lack it.

Wrapped up in that wonderful brain of yours you have all the potential ability which you need to succeed in any undertaking that is possible of accomplishment.

You are the only person on earth who can cut the fetters which bind that force and withhold it from use.

The thoughts which you hold in your own mind are being constantly registered in the minds of those with whom you come in contact. This is a scientifically proven fact. Can you not see, then, how necessary it is for you to think well of yourself? Can you not see why you ought to believe in your ability to accomplish all that you undertake?

The line which marks the difference between the successful and the unsuccessful man is definite and easily removed. One believes he can do all that he undertakes and goes ahead and does it; the other one believes he cannot accomplish anything, so he never begins!

If you want to witness a marvellous transformation in yourself commence now and for ten days stand before a mirror for ten minutes each day, look yourself squarely in the eyes and say—"I believe in you; you can finish everything you start; you can induce people to like you; you can get people to favor you by first favoring them; you can win people's confidence by placing your confidence in them." The result will be startling.

SELF-CONTROL

You can never become a great leader nor a person of influence in the cause of justice until you have developed great self-control.

Before you can be of great service to your fellowmen in any capacity you must master the common human tendency of anger, intolerance and cynicism.

When you permit another person to make you angry you are allowing that person to dominate you and drag you down to his level.

To develop self-control you must make liberal and systematic use of the Golden Rule philosophy; you must acquire the habit of forgiving those who annoy and arouse you to anger.

Intolerance and selfishness make very poor bed-fellows for self-control. These qualities always clash when you try to house them together. One or the other must get out.

The first thing the shrewd lawyer usually does when he starts to cross-examine a witness is to make the witness angry and thereby cause him to lose his self-control.

Anger is a state of insanity.

The well-balanced person is a person who is slow at anger and who always remains cool and calculating in his procedure. He remains calm and deliberate under all conditions.

Such a person can succeed in all legitimate undertakings. To master conditions you must first master self. A person who exercises great self-control never slanders his neighbor. His tendency is to build up and not to tear down. Are you a person of self-control? If not why do you not develop this great virtue?

A DEFINITE AIM IN LIFE-

Careful analysis of more than ten thousand people disclosed a remarkable weakness which ninety-five per cent. of them had in common—

—they had no definite aim in life.

Another notable fact disclosed by these ten thousand analyses was that those who were financially successfully had a definite aim and a well-formulated plan for achieving it.

As far as this writer has ever been able to ascertain, there are two steps which every successful person must take; first, he must formulate a very definite aim as an objective for which to strive, and secondly, he must reduce that aim to a concrete plan.

If you wish to witness a miracle which will equal anything that happened during Biblical days, write out on paper a clear, concise statement of your aim in life, then memorize that which you have written.

Each night, just before you go to sleep, repeat your definite aim aloud several times, then, during the day, do everything within your power to further the achievement of that aim. In a short time the forces of the whole universe will seem to conspire to the end that you may realize your aim. Try it, doubting brother, try it.

ENTHUSIASM

Enthusiasm is one of the most desirable of qualities. It attracts people to you and causes them to co-operate with you.

Enthusiasm is the spark which touches off that dormant power which is housed in your brain and puts it into action.

Enthusiasm is a sure antidote for laziness and procrastination; it is the mainspring which keeps your mental machinery in action.

Enthusiasm overcomes despondency and generates hope, self-confidence and courage. Enthusiasm stirs up your liver and puts it to work, thereby helping it to carry on its vital function of cleansing your blood.

Enthusiasm arouses your whole being and causes you to transform your dreams into reality.

If you are not enthusiastic over your work you do not love it, therefore you are trying to perform work for which you are not fitted.

Enthusiasm is contagious. Unconsciously you pass it on to those with whom you come in contact and it arouses them to act and think as you do.

An enthusiastic person, when guided by a sense of justice toward others, is usually a great asset in any organization, business, family or community.

Are you a person of enthusiasm?

THE LAW OF RETALIATION

Like attracts like!

We see concrete evidence of this principle in every act and in every thought. Failure attracts failure, while success attracts success.

All down the ages the philosophers, seers and prophets have told us of this law, but generally they have stated it in axiomatic terms which have seemed to us abstract and more or less in the nature of preachments.

If you want evidence that such a law really exists, criticize the preacher, the lawyer, the doctor or the average layman and see whether he retaliates in kind or not.

Reverse the rule and speak in complimentary terms of one of these and see whether or not he responds in kind.

HARD TO BELIEVE!

"She was diligent in good works, and no one trusted her goodness. This may have been due to the ardent color of her hair. It is very difficult to believe in the piety of an excessively pretty, red-haired woman."—From "Happily Married," by Corra Harris.

How the Careful Traveller Scores

Heedless Speed Sometimes Defeats Salesman's Own Efforts While the Steady Plodder Scores Higher Percentage of Sales.

THE sales manager of a large manufacturing concern, on making up his recommendations for promotions for the year, was surprised to find that one of his brightest salesmen had fallen very low on the list of actual sales, while another, who was rated as a very ordinary type, scored high. He considered it worth while to go into the matter, and brought to light the following reasons for these results.

Points in favor of the brilliant salesman:

1. He received two large orders because of his convincing manner.

2. He beat out his competitor on one occasion by rushing a town ahead of schedule.

Points against him:

1. He lost one good prospect by neglecting to note a change of train time, thus missing a manager by one hour. Several large-sized "kicks" were registered against him by firms who found that he had sold them articles at wrong prices.

2. He left his advertising matter and price lists behind in several towns and was forced to work the next places without them.

3. Three orders were delayed and consequently cancelled through giving the wrong address to his firm.

The salesman who possessed no unusual qualifications had the following record:

Points in his favor:

1. His care in railroad schedules resulted in a proportionately low expense account for the firm, during the year under consideration.

2. There was not one case of an incomplete report or a misquoted order.

3. He received orders from practically all parts of his district, the result of steady and careful work.

Points against him:

1. Had no orders to his credit which were out of the ordinary. These comparative reports should make the careless salesman sit up. The man who may not be able to set the woods on fire with speed may show a high average in the long run because he can be absolutely depended upon.

On the subject of careless salesmen, a writer in the "Standard" says:

"Upon receiving instructions from the house he merely skips over them carelessly—fails to catch their true and simple meaning, and has to be reminded that he 'has failed to carry out instructions.'

"He fails to either acknowledge receipt of supplies sent him by the house or notify them that they have not been received, which would enable the home office to trace the shipment promptly.

"In his careless anxiety to reach a distant town to sell some particular dealer he fails to clean up the intermediate territory, and his assignment soon becomes "spotted" so far as his individual efforts indicate.

"He carelessly trusts everything to his unreliable memory, although a small note book would greatly assist him in remembering very important matters.

"He is careless about keeping track of his correspondence to and from the house—he carries it around in his pockets in an unsystematic manner, and finally throws it away just about the time he needs it most.

He will assure the dealer in all sincerity that he will write the house at once with regard to some detail, then forget all about it, and thus place both the house and the customer in a false light.

Is Not Systematic or Thorough

During the day he gathers much information that would be valuable to his house, yet when he makes out his report he forgets to mention it. Carelessness prevents his appreciating the importance of keeping his house fully informed.

"The best way to overcome his handicap it to think, and cultivate a habit of deliberate and careful movement. He should not leave his room, a store, street car, train, or seal a letter for mailing, until he has calmly taken a mental inventory of himself—asked himself if he is all set, or if he has forgotten something."

FOR TRAVELLERS

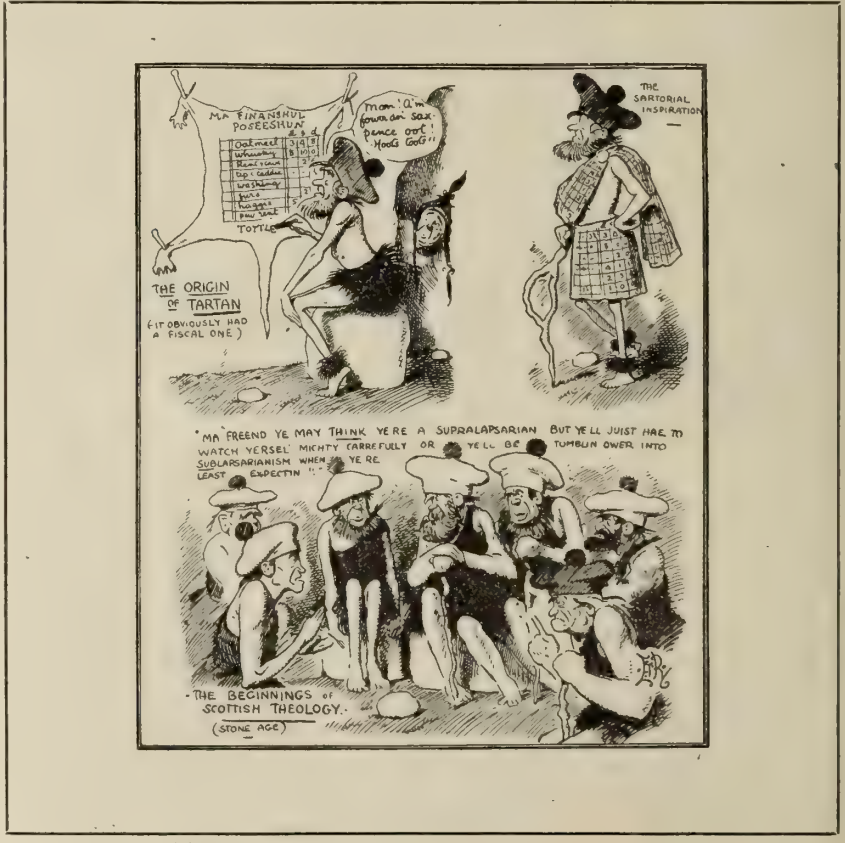
Borrowing a book from the public library in one city and returning it to the library in the next town where he makes a stop may be arranged for the benefit of the travelling man in the United States.

The national council of travelling men's associations has appointed a committee to see what can be done along this line and has asked the American Library Association to appoint a similar committee to confer.

The library association, accepting the invitation, has just constituted its own committee. John Adams Lowe, vice-librarian of the Brooklyn Public Library, is its chairman.

BAKER MAKES A CHANGE

E. Howard Baker, who for the past five and a half years has represented Menzies & Co. and the A. C. Gilbert-Menzies Co., on the road, is severing his connection with that firm to enter the automobile accessory field as manager for Hercules Bumpers Limited, a Canadian concern with a factory on Spadina Ave., Toronto. Mr. Baker's many friends among booksellers and stationers will miss him very much but will join in extending him every success in his new field.



Organizing a Book Week for Children

Successful Observance of Children's Book Week in United States Should Be Stimulated in Canada—Some Suggestions as to Starting the Movement.

THROUGHOUT their country our neighbors to the south of us are planning the observance of a Children's Book Week for the week of November 15th to 20th. The work has been organized under the chairmanship of a prominent man connected with the trade and chairmen of sub-committees have been appointed. these committees to be extended to cover fully the needs of the work as it develops.

The interest on all sides has been very prompt in its expression as a result of last year's success. As before, the effort is being made to get complete co-operation between all the forces in different communities that are interested in child reading. libraries, schools, women's clubs, boy scouts, and booksellers. Special posters are being prepared for distribution in September and cards and other material for store use. Many cities organized special observances last year, and it is hoped that local committees will be set up as formerly. There will be issued a syllabus for the retail book stores, telling them how to play their part in this movement.

Canada Should Follow Suit

Owing to the lack of organization among Canadian booksellers it would be impossible to organize a movement on exactly the same lines as are being followed in the United States, but there is no reason why an effective campaign should not be followed out by the live booksellers in each town. In some districts of Canada a campaign was started and achieved considerable success last year, but there is no reason why it should not become a nation-wide affair. A little of the co-operative and community spirit, and success is assured. Each merchant can if necessary institute a campaign of his own, but the movement would carry much greater weight with the public if it were observed simultaneously by all the book dealers in your district.

You, Mr. Reader, are no doubt one of the go-ahead men in your own district. Take the initiative, then go and see two or three of your nearest competitors. Ask them to join you in working along the lines here suggested. The fact of the suggestion coming from Bookseller and Stationer will refute any possible idea that you yourself have any special axe to grind other than to promote the interests of the bookselling fraternity in general. You have your date already fixed for you; let it be the week of November 15th to 20th. If any of your competitors are first in the field and come to you for your support, meet them in the same spirit as you would like to be met had you first gone to them.

How to Start the Campaign

First of all, it will be necessary to display notices in all your windows:

LOOK OUT FOR CHILDREN'S BOOK WEEK, NOV. 15 TO 20.

or something after that style would do very well for a start. We would get the public used to the idea.

Then go carefully through your stock and prepare a list of all the books you have which are suitable for the boys and girls and classify them according to age. The boy of fifteen will not be interested in the same book as the girl of seven or eight. Prepare show cards of your various books giving a short, snappy description of them, and saying for what age boy or girl they are suitable. Keep these show cards in hand till Children's Book Week arrives, and then make a great display with them in your window and in your store. Seek the co-operation of the local librarian in making the movement a success.

Attract the Children

If possible arrange a meeting between all the booksellers in your district, talk the matter over; and give one another suggestions. One of your principal efforts must be directed towards getting as large a percentage as possible of children to the store. It is true that a large part of the book buying for children is done by the parents, by the fathers and especially by the mothers, and a great mass of Christmas buying for the boys and girls is done by relatives, but it is extremely desirable that the children themselves form the bookstore habit. Remember that your campaign has a further object in view than simply selling as many children's books as possible in this particular week. It goes beyond that. You must have in view the idea of making each boy and girl to whom you may sell a book a future customer, to inculcate in them the love of reading good books, so that you may build up the foundation of a future book business among the rising generation of your town.

Several of the publishers over the border are considering getting up little novelties such as book marks, that might be advantageously distributed by the retailer to the children and the bookseller could not do better in his local planning than to prepare some special souvenir which he could announce would be given to every child who came to the store.

Besides forming the book-store habit among the children, a book department with children in it is a much more attractive thing to the older people and suggests to them that children are most genuinely interested in books.

Endeavor to interest the women's clubs in your campaign, also the Sunday schools and the school teachers.

Story Telling An Attraction

If you have a room which could be used as an auditorium or if your store is large enough it would be an excellent idea to have a story teller tell stories to the young people at specified hours during the week.

Many ideas will occur to you once you have started to work on the movement.

The chief thing at present is to make a start. There is no time to be lost. If you start now you have six clear weeks ahead of you in which to make your preparations, and in which to work up the children's curiosity and enthusiasm for the Book Week.

Do not neglect the opportunity of adopting an idea which has already had good results elsewhere and which is bound to bring you good business not only in the immediate future but in years to come.

Various industries in Canada have of late years instituted a movement fixing upon a certain day or week to bring prominently before the public some particular activity advantageous to their own particular line of business. We have had a National Fish Day, Bicycle Week, Clean-Up and Paint-Up Week, and so on. Why should not booksellers adopt the idea in their own interests? Here is a suggestion in this direction which the trade might well adopt. Bookseller and Stationer is prepared to support the movement by every method in its power.

CHILDREN'S BOOK EXHIBIT

The Book Committee of the Toronto Public Library are arranging for the usual annual exhibit of juvenile books as a guide to parents who contemplate literary gifts to their children for Christmas. This exhibit will be collected and arranged immediately. The Book Committee is also to call for tenders for the supply of magazines and stationery to the Library for next year, and a special committee composed of Dr. R. Bray and Mr. Lamont was appointed to look after the supply of coal for the coming year. All accounts submitted were approved and will be paid immediately.

Engraving Branch of Stationery Trade

Some Good Pointers on How to Build It Up—Difference in Appeal to Men as Compared with Advertising Address to Women.

APPLYING with special force to the stationery business, there are four fundamental principles that are paramount in importance, whether newspaper, direct or letter advertising. These four principles are:

Attract Attention;
Arouse Interest;
Establish Reader Confidence;
Move to Action.

Newspaper advertising for retailers is most advisable, and in dealing with this subject as applying to the business of selling engraved wedding announcements, invitations, visiting cards, etc., D. W. Webb, at the recent convention of the National Association of Engravers of the U. S., said that in building copy for such an advertisement, the first thing to consider was attractiveness of layout, the type face, the proper size, and the peculiar design of border, etc. The reader must be attracted to the "ad" by the typographical appearance before the ad has started on its way to create a sale.

"The next important selling power of your copy is to arouse interest or curiosity, which lies more or less active in the heart and mind of every descendant of Adam and Eve, particularly so if your copy is appealing to the social trade. Without proper interest being created in your copy, your first point is lost. In the art of creating interest you draw your psychological force into the copy; for example, your heading could begin with such a phrase as "Nouveau, This Season's Social Surprise." Immediately the active mind calls loudly to awaiting curiosity, then the descendency begins. Whereupon the next step of the artful copy writer, who must be alert, else he fails to hold the grasp he has upon the reader. You must then establish that wily trick of all trades—Confidence. You must relate in convincing language that Nouveau is really the season's big hit, and that the fair reader will be far behind Dame Fashion, unless her next party invitations are adorned with this wonderful creation of the modish artists, passed upon by the critical judges of the fashion department of the Court of Research, which is the N. A. S. & C. P. E.

So far you have held within your grasp the cherished customer, and when you impart the final thrust it must be a complete victory; in simple and demure type display you will give the customer the information where this latest decree of fashion can be secured. If the reader is not in the market at this particular time for her invitations, she possesses the impression that this advertisement has created to her subconcious mind, to be revived at the will of the active mind.

Now in advertising there must be a distinct difference between commercial and social engraving copy. This must be built along different ideas. For instance, the first demand or requirement of the Adam side of the race is quality. Drive this thought home after you have gotten his attention; then design or style should be introduced, and lastly the price.

Quite different for Eve's sisters. After you have secured the coveted attention your copy should appeal, first, to the style, and this point should be particularly elaborated upon, but not overdone, for fear of creating suspicion. Should you be advertising an article that suggests the naming of a price, it would be well to mention the price of the article right here. Woman does not demand so much of quality. Quality is the last argument that appeals to woman in her purchasing requirements.

The purchasing power of advertising—correct advertising—truthful advertising—is tremendous, and this wonderful agency of the merchant should always be safeguarded by those who recognize this fact. The unscrupulous user of newspaper and magazine space would be eliminated from the community, the same as would any other pest that would destroy the progress of your business. Untruthful and misleading advertising destroys reader confidence, and without reader confidence your advertising does not draw its full purchasing power."

You Can *Double* Your Sales of Society Stationery

Here Are Some Practical Points for Your Immediate Action—What Are You Doing to Serve People Who Want Embossed Correspondence Paper?—HOW ABOUT ENGRAVED WEDDING INVITATIONS AND ANNOUNCEMENTS?

STATIONERS in even small towns can build up good trade in engraving orders by diverting to their own stores orders that people in their own towns are now sending out in the way of mail-orders to large stores or specialty stores in the cities.

Think of the numerous weddings that take place each year in every community. With the spread of the "home journal" type of magazine and the growing insistence upon engraved invitations and announcements, visiting cards, etc., replacing the more modest type-set invitations which were deemed adequate in former years in rural localities and with most people even in the larger towns, there have been valuable additions to the items for regular and profitable selling in stationery stores.

If the stationer reading this article has been lax in following up engraving prospects, he will do well to right this laxity at once and decide to let no more of this business get away from him that he can put himself in way of getting.

Besides the wedding requisites referred to in the foregoing, there is good business to be done in booking orders for embossed notepaper. The use of embossing on notepaper is growing rapidly. The dealer should in this connection feature one or two particular brands of writing paper of the quality and surface most suitable for embossing. These should be brought to the attention of customers, and, this done, the stationer will be most agreeably surprised at the big volume of sales of high-grade writing paper that will ensue. Besides this there will be the additional profit on the order for the embossing. This is another good illustration of the "plus" method of selling stationery referred to elsewhere in this issue.

In the majority of cases it will be found that the people who place these orders for embossing are the ones who previously were satisfied with lower grades of writing papers. The stationery salesman makes a big mistake when he assumes that it is only the wealthy people who will buy the more expensive correspondence papers. In fact it is only too true that stationers have been standing in their own light by not showing and advertising the best grades and bringing influence to bear upon the public in this manner, impressing upon people that, in a large measure, each letter they send away is a personal reflection of themselves, not only in what they write but also in the appearance of the paper upon which the letter is written. Nothing is more personal than a letter written by one individual to another. There is wide scope for convincing and impressive advertising that will bring good business to stationers if they will but give due attention to points such as these.

It is no exaggeration to say that the volume of annual sales of society stationery can be doubled if the retailers will only determine to assiduously develop this branch.

Big Card Business Grew from Small Beginning

One Commercial Stationer Added Card Department in 1911 and His Orders for 1920 Trade Were For Over 130,000 Cards.

THE greeting card men across the line are aggressively at work to assure good greeting card sales for the Christmas season. Recently a conference took place between A. M. Davis, Fred Rust and E. D. Chase, all members of the Greeting Card Association, and Ralph Bauer, president of the Stationers' Association of the U. S., to find out in what ways the two associations could get together for their mutual benefit.

The members of the Greeting Card Association felt that the greeting card publishers were selling, very satisfactorily, most of the stationery stores. There was, in addition, a great deal of interesting data gathered in regard to what the commercial stationers are doing with greeting cards. Many commercial stationers seem to feel that the greeting card business is something that can be handled best through the society stationers, the book stores and the department stores, and do not realize the gift and art shops volume of business that they themselves could do if they went after this business properly.

The committee from the Greeting Card Association wrote to one of the most progressive commercial stationers in the Middle West, whose store is strictly in business district, far removed from the regular official shopping district, and received the following reply, which ought to be of great interest to every commercial stationer in the country:

"We started in a small way to handle personal and counter greeting cards in 1911. Our business since that date has increased from year to year. I will give you a list of the number of cards sold in 1917, 1918 and 1919, the records before this date not being available at this time.

"In 1919 we sold 54,100 personal cards ing cards, and 9,450 counter cards. We wish to state that the personal cards mentioned included a large number which were used for business greetings and are included in this number. Since this date we have been making our own business greetings, therefore the following tabulations are on personal cards as well as counter cards:

"In 1918 we sold 26,400 personal cards and 11,050 counter cards.

"In 1919 we sold 54,100 personal cards and 17,325 counter cards.

"Our total sales of greeting cards through the stationery department in the way of personal and counter cards for 1919 was $8,146, giving us a handsome profit of almost 100 per cent. Our sales on business greetings for 1919 was $14,047. This showed a net profit of about 50 per cent.

"We pushed this part of the business very strong, having our traveling men carry sample books of our entire line with them. We also used newspaper and local advertising.

"We are looking forward to a much larger trade for 1920, and have ordered the following, which we hope to dispose of: 92,800 personal cards and 40,800 counter cards.

"We trust that the above information will help you in your report, and be of some benefit to the stationery trade in general."

In Canada neither the society or commercial stationers have the inspiration of a national organization of booksellers and stationers, but none the less they can derive inspiration by digesting the propaganda of the organizations across the international border as frequently recorded in "Bookseller and Stationer."

UP GO CALENDARS

A serious shortage of paper in lithographing plants may result in their closing down temporarily in the near future.

Paper has almost doubled in price. Some grades cannot be bought. According to local managers. calendars are likely to almost double in price.

The manager of one lithographing firm said: "If the shortage continues we will have to revert to newsprint."

NEW FOUNTAIN PEN

A new model fountain pen has just been put out by the Willard Pen Co., 318 West 39th Street, New York. This pen is self-filling, self-cleaning, non-leakable, non-sweating, and fitted with a patented self-regulating automatic feed which prevents dropping and flooding. It fills easily, automatically, and instantly at any inkwell without muss or bother. There are no projections on the barrel, and the pen is equipped with the electric silver "Grip-Clip."



Interior view of one of the finest book and stationery stores in the West, that of F. S. Osborne, Calgary.



Novel Schemes That Have Helped Business

SCRIBBLER GUESSING CONTEST

Moose Jaw, Sask.—F. J. Pearce and S. R. Stephens, the new proprietors of the Nixon Book and Wallpaper Co., Ltd., offered six valuable prizes, three to girls and three to boys, for those guessing nearest the correct number of scribblers in their school opening window display. One guess was given with each 25 cent purchase. The contest closed September 8.

SELLING COMPLETE DOZENS

From the Work Organizer Co., of Detroit, comes a special circular on the subject of "Well Balanced Stock." Here is a gem of wisdom from it:

"The dealer's entire net profit is in the sale of the 12th item in each dozen. If he buys a million dozen of an article and has one of each dozen left, he will never make a cent for himself."

BOOKSTORE SELLS CLOTHES!

Kingston, Ont.—A surprising feature of a recent advertisement of the College Bookstore was the announcement of an agency for the Tip Top Tailors.

Kingston, Ont.—The College Bookstore advertises: "Premium on American Money—We Pay 7 per cent. on U. S. Silver and 10 per cent. on U. S. Bills."

MOOSE JAW DISPLAYS

The two windows reproduced herewith are displays recently featured at the Nixon Bookstore, Moose Jaw, Sask. It will be observed that this store makes a specialty of souvenirs as indicated by the lettering on each window.

Each window has a composite display on the principle that it is well to have the show window serve as an index to what merchandise is carried inside the store. It will be observed that toys, dolls, games, flags and pennants are prominently shown, while books are also well represented.

Considerable ingenuity was shown in the arrangement of these displays, and the representative of Bookseller & Stationer who saw them and obtained the photographs, said that they attracted a great deal of attention that the photographs really did not do full justice to their fine appearance.

The same evidence of care to get maximum display for goods was evidenced inside the store as regards show cases, counters and tables, making this store a model one in these respects.

Good Windows Bring Big Business

Do Not for a Minute Overlook the Force of This Agency for Attracting Trade

WHILE a marked improvement is observable in window dressing and in the very style of the store fronts and the windows that are dressed, I still wander into towns and cities where this most important phase of modern merchandising is either lost or has never been found. Twenty-five years ago when hydro-electric or other electrical power had not made of our town and city streets a pathway as light as day, that should be trodden by many thousands of feet after the day's work was done, window dressing had little place in the store management Now a thousand electrical signs blaze the way to theatres and other places of amusement in the very heart of the city. The store may close its doors at six o'clock in the evening, but there is no reason why it should stop doing business at that hour. More people will, in all probability, look into your window after your doors are closed than when they are open. Yet I find many merchants not taking all possible advantage of this fact. I was surprised in going into a Western Ontario city a short time ago to find that only one store in that whole city had a store front that was at all modern, or whose windows were dressed up to the mark. I have never talked with a merchant who really had a good store front and well-dressed windows who did not tell me the same thing—that his windows were the best paying investment he had made. They bring results. There are department stores in this country charging the various departments throughout the store for the use of the windows; and department managers are so convinced of the value of a good window trim to the sale of the merchandise in their departments that they pay the price gladly. I would say to some merchants in Ontario that they might well invest a few hundred dollars in good fixtures and a more up to date store front. It will soon pay for itself.

Clerks Interested in Window Trimming

Among the clerks in many of the smaller stores into which I go, I find a lively interest being taken in window dressing. The impression I get from them in talking about the matter is that they do not get any too much encouragement from their employers in this work. It seems to me that it would be well worth the employer's while to discuss this matter with his clerks to see if something cannot be done to improve both the clerk and the windows in your store. One of the new departments being opened by the National Association in the United States is window trimming; free courses are to be provided for clerks. When a national association is formed here, it is to be hoped that this step will be follow-



Two effective window displays by Nixon's, of Moose Jaw.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

Toronto, September 2.—In advertising pplies for schools, Bibles should not be verlooked. Following is a list as included in a recent advertisement of hool supplies by the Robert Simpson o.:

School Bibles

Cambridge Pocket Bible, good type, d edges, cloth bound ..... .65
Collins' Pocket Bible, illustrated in lor, cloth bound ..... .85
Collins' Clear Type Bible, with maps, oth bound 1.00
Collins' School Bible, large print, red lges, cloth bound 1.25
Collins' Reference Bible, colored illstrations, clear type, cloth bound 1.35
Collins' Reference Bible, colored illstrations, clear type, leather bound 2.00
Special School Bible, with colored illstrations, large type 1.50

Toronto, September 1.—Real cowhide hool bags at $7, $8 and $10 each were dvertised at school opening time by aton's, of Toronto. It is a good idea carry articles of highest grade, even ough they may not be fast sellers. hey serve to encourage the purchase f higher grades of goods than would be e case were the best grades not shown all, and many a merchant is agreebly surprised by the goodly number of les which are often effected of the best rocurable articles.

It is possible, of course, to sell such igher grades from catalogues, but this not very satisfactory and only a minium number of sales are made, whereas, the goods are actually carried in stock, e penchant of a goodly proportion of eople for "the best" is so strong that hey will buy the highest priced the alesman shows them. The dealer must f course see to it that these articles arry the proper margin of profit, not oo high and not too low. Then the purhaser will get real value and will be satisfied customer, even more so than he customer who purchases the article f the lowest grade, which naturally does ot wear well and consequently cannot ossibly give the purchaser much satisaction.

CHOOL SUPPLY ADVERTISING

Russell-Lang's Bookshop, Winnipeg, dvertised school supplies in newspaper pace two columns wide full length of age, in the Winnipeg newspapers in the atter part of August. At the bottom f the page appeared this footnote:

Russell-Lang's complete school bulletin and price list of teachers' aids, chool reference and library books, supplementary readers, primary and kindergarten supplies, stencils, etc., is in active preparation, and will be gladly sent, when eady, to any address.

New Stationery

We have just placed in stock a large amount of new stationery which we would like you to look over.

It is a little better than has ever been shown in Bolton before, and is intended for those who want something just a little different.

We also carry good values in the lower priced lines, and you cannot afford to pass them by when you are looking for writing material.

Visiting Cards. Tissue Paper Napkins.
Mourning Note and Envelopes.
Office Supplies. Fountain Pen Ink.
Moore's Non-Leakable Fountain Pens.
Hymn Books. Bibles.

The Enterprise Book Store
Bolton - Ontario

This is an especially fine-appearing stationery advertisement which will serve as a good suggestion for other merchants as regards typographical effect.

A TIME SAVER

Parkhill, Ont.—E. A. Benham, who conducts a thoroughly up-to-date bookstore, finds Bookseller and Stationer a great benefit to him in keeping tab on what is being introduced to the trade. The paper paid for itself over and over again. This was particularly true at Christmas time in connection with the book lists published in the paper. He was quite enthusiastic about the manner in which the trade paper helped him as a "time saver."

INITIATIVE

An ingenious advertiser at the Exhibition this year hit on a very good method of attracting the crowds. His position in one of the many aisles of the Manufacturers' Building was not particularly prominent as many miss an aisle altogether in going through the building. He used part of his booth as a passageway and so drew many people who were anxious to cut through from one aisle to the next. On the walls of this passage he displayed pictures of his advertisement which nearly everyone stopped to look at on the way through.

Preston, Ont.—Matthews, "The New Store," does some good advertising in single column space, five inches deep, in the Preston and Hespeler newspapers. This store is closed every Wednesday afternoon and open every Friday evening.

Kamloops, B.C.—"We are keeping prices down in school supplies," was the main appeal of a good school opening display advertisement by Taylor's Big Bookstore in the Kamloop's "Standard." The advertisement included this paragraph:

"Although paper has advanced 50 per cent. in the last year and still advancing, we have bought so we can still sell scribblers of same size and thickness as last year for 5 cents."

Camrose, Alta.—"Count the pages—that will tell the tale," was the effective appeal in an advertisement of scribblers and exercise books by the Camrose Book and Music store.

Watford, Ont.—McClaren's Bookstore in school opening advertising strongly featured fountain pens for High School students.

Chatham, Ont.—In a good school trade newspaper advertisement by Judd, Fraser and Cochrane, the following paragraphs were included:

School Bags

In these days when all leather supplies are so high priced, we are proud of the large range of school bags we bought some months ago for this school opening. All styles, all prices, and every one good value.

Water Colors and Crayons

We carry a large assortment of water colors, our favorites being those put up especially to suit requirements of the St. Thomas teachers and public school inspector. There are 35c for 4 color and 60c for 8 color, and we have other boxes at 25c and 50c.

In crayons we also have a good variety such as "Crayola" in 10c and 15c boxes, "Blendwell" at 10c, and Reeves' "Greyhound" pastels at 15c.

Ink

Any kind of ink you require in the very best makes. Fountain pen ink, copying ink, stamping ink, India ink, in all colors, and all sized bottles. Indelible ink for marking linen—in fact, anything you require in the ink line.

Here are two paragraphs which appeared in a Chatham bookseller's school-opening advertisement. Booksellers should have a special file for advertising suggestions such as these, having them come up at the particular date in the future when they can be used to best advantage.

Book Covers

We have had made for us several thousand special book covers. They are very useful to keep your books in good shape and save wear and tear. When you buy your books be sure and ask for them. They are

Free!

Blotters

We have had several thousand blotters made to give away at this school opening time. You don't need to buy blotting paper if you get your school supplies from us. We give them to our customers

Free!

Welland, Ont.—Here is a quotation from a newspaper advertisement run by Perry's Bookstore:

"Just a few years ago we were compelled to import fine stationery. There was none made in Canada. But to-day we offer you the finest society stationery made in America, and it is made in Canada."

WINDOW EFFICIENCY

A retailer whose window displays are reproduced oftener, perhaps, than those of any other dealer in the country, gives the following ten rules for preparing a window so that it will pull trade, says "System" magazine:

1. Have window glass so clean that it sparkles. For permanent lettering on outside use bronze with black.
2. See that floor, sidewalks and back present a fresh, wholesome appearance.
3. Display one thing at a time. If two or more articles are shown, separate them.
4. Make displays seasonable. Place samples in window and distribute over counter.
5. Don't overcrowd; practice reserve. Some goods permit lavish display. When in doubt, choose simplicity.
6. Have a color scheme. If small goods are displayed, white ought to prevail. With other goods frequently harmonious colors can be used. A window with a background of blue is sometimes to be desired.
7. Use leaders—for the same reason that one would use them in a special sale—to get immediate action.
8. Post price lists or use cards wherever prices are as low or lower than in other stores.
9. Change displays weekly.
10. Make displays simultaneously with announcements of advertisements.

Plus System of Increasing Sales

Here is Something of Practical Value for the Stationer to Immediately Pass on to All His Sales Assistants.

AN increase in the average sale of almost 50 per cent., while the percentage of costs of selling has remained stationary, is the result of a corelated sales plan carried out by a chain of retail stores, according to an article by Otis R. Tyson in Business. Increased prices, of course, have played a part in increasing the amount of the average sales, but as an offset to increased prices there has been the factor of increased salaries.

Increasing the average amount sold to each customer may be accomplished in two ways: by "trading up" the unit—that is by selling the customer an article of a higher quality and price than the one asked for—or by selling him other articles in addition to the one which was the specific object of his visit. The second is known as the "plus method."

In the organization referred to by Mr. Tyson the executives work on the theory that 25 per cent. of the sales checks should contain at least two items. If this ratio is fair in a retail drug store organization, it should be equally fair in the stationery business.

The success of the plan requires only that the sales people have the merchandise classified in their mind as to corelations, and persistently watch for opportunities.

The managers keep what they call the "second time" campaign alive every minute of every business hour. It is a frequent topic at salespeople's meetings. Sales charts showing groups of corelated articles are prepared for the salespeople, and window and interior displays are often built along the same lines. The same idea is embodied in the company's newspaper advertising.

If the salesperson is not over aggressive and does not try to impose his will on the customer, his suggestions are accepted as given in a spirit of helpfulness. The "plus" plan should very well be a part of every effort to hold down the cost of selling merchandise and increasing volume in retail stores—particularly stores that are not too closely departmentalized.

In England

The toy manufacturers of Great Britain have decided to undertake a co-operative advertising campaign that will follow somewhat the lines of the campaign of American toy manufacturers last fall. So far the sum to be expended has been fixed at £5,000. This appropriation will be increased later, it is reported. The need of the campaign arises from the flow of German-made toys into Great Britain—a flow that "has already assumed proportions that may threaten the coming season's demand for the British toys," according to "The Advertiser's Weekly," of London.



Books

ENGLISH NOVELISTS

Among the season's attractive arrivals in fiction are "Black Bartlemy's Treasure," by Farnol; "Returned Empty," by Florence Barclay, and "Anthony Dare," by Archibald Marshall.

Farnol's tale presents a plot that was long in his mind. Indeed, he outlined it to some of his friends whilst writing his never-to-be-forgotten story, "The Broad Highway." Mr. Farnol here gives us his inimitable descriptions of fighting on both land and sea—scenes of savage and ruthless warfare, pirates, smugglers, love, hate, revenge—indeed, everything calculated to hold the reader's interest and attention.

Miss Barclay's book deals with the important problems of reincarnation and spiritualism, and is strongly against interference with the dead. It is a thrilling story of an unusual kind; daring in its conception. It will bring consolation and help to those who are sorrowing for loved ones whom they have lost.

Archibald Marshall is gaining in popularity in Canada in keeping with his reputation in the Old Country. The scenes of this story are chiefly in London, Ont.; there are also country scenes, and as a journalist Anthony goes a good deal about the world. The time is some years before the war. It tells the early history of a clever, attractive boy with a zest for life and a great love of beauty, but is early thrown upon his own resources, and is very unhappy for a time in uncongenial work and surroundings. Then he breaks loose and gradually builds up his own life, going through various adventures, making many friends, also many mistakes, until he finds himself as a novelist. He is impressionable, and his love affairs are numerous. He nearly makes a great mistake in his marriage, but is saved from it and is left with the right girl as his life partner.

BEST SELLING BOOKS IN CANADA

Fiction

The Valley of Silent Men. Curwood..	198
Kindred of the Dust. Kyne.....	180
The Top of the World. Dell	156
Mrs. Warren's Daughter. Johnson....	102
Every Man for Himself. Moorhouse ..	98
Voice of the Pack. Marshall.....	90

Non-Fiction

Now It Can Be Told. Gibbs.....	80
The Ancient Grudge. Wister	64
Westward With the Prince of Wales Newton	64
A Straight Deal. Wister	64
Life and Times of Galt. Skelton.....	64

Government Helps Bookselling

Encouragement of Reading by Department of Education at Washington—Plan is Worthy of Adoption by Provincial Governments in Canada

BOOKSELLING promises to get very valuable encouragement by the activities of the Bureau of Education of the Department of the Interior of the U. S. Government at Washington, which has inaugurated a subsection on home education and reading courses, a departure that might well be emulated by the education departments of the Provincial Governments throughout Canada.

One of these courses of reading comprises the following 30 books of fiction: Adam Bede, by George Eliot; Arabian Nights; A Modern Instance, by W. D. Howells; Clarissa Harlowe, Samuel Richardson; David Copperfield, Dickens; Guy Mannering, Scott; Henry Esmond, Thackeray; Ivanhoe, Scott; Joseph Vance, William De Morgan; Kidnapped, R. L. Stevenson; Lorna Doone, R. D. Blackmore; Luck of Roaring Camp, Bret Harte; Ordeal of Richard Feverel, George Meredith; Pilgrim's Progress, John Bunyan; Pride and Prejudice, Jane Austen; Robinson Crusoe, Daniel Defoe; Romola George Eliot; Tale of Two Cities, Dickens; The Cloister and the Hearth, Charles Reade; Vanity Fair, Thackeray; Vicar of Wakefield, Oliver Goldsmith; Last of the Mohicans, Fenimore Cooper; Scarlet Letter, N. Hawthorne; The Pilot, Fenimore Cooper: Les Miserables, Victor Hugo; The Three Musketeers, Dumas; Pere Goriot, Balzac: Anna Karenina, Tolstoi; With Fire and Sword, Henryk Sienkiewicz; Treasure Island, Stevenson.

These are supplemented by four helps as follows: "What Can Literature Do For Me?" by A. Alphonso Smith; Great Books as Life Teachers, by Newton Dwight Hillis; Literature and Life, by W. D. Howells; and World's Literature and its Place in General Culture, by R. G. Moultin.

It is such a simple matter to take the course that all one needs is the time and the inclination. There are few people who cannot find a few minutes each day which they can devote to reading, and there is no set period included in connection with the course. For admission it is necessary only to write to the bureau, giving name, address, and a brief report of education received and occupation. That enrolls the student, who then secures the books either from a lending library or from a shop if it is the desire to retain them, and proceeds to read each carefully in turn. When each book is read a summary of it, according to a form provided by the bureau, is made and sent to Washington. At the expiration of the course, if satisfactory evidence has been submitted that the books were read, a certificate bearing the signature of the Commissioner of Education and the United States seal is awarded.

While the course is one which could be carried through without any reference to the bureau beyond the securing of the list of books, yet at the same time many persons who take advantage of the proposal would never fulfil the conditions without the incentive which it carries.

OLD WALT

The giant rock overlooking Lake Massanoga, Bon Echo, Ont., which has long been familiarly known as "Old Walt," has been officially dedicated to the memory of Walt Whitman.

The work of inscribing the memorial on the rock has just been completed. The sculptors spent more than one month in the process of carving the following inscription, which is done in simple letters standing from one to two feet high:

OLD WALT
1819-1892

Dedicated to the democratic ideals of

WALT WHITMAN
by

HORACE TRAUBEL AND FLORA MACDONALD.

"My foothold is tenon'd and mortis'd in granite.
I laugh at what you call dissolution
And I know the amplitude of time."

It is the intention of Flora MacDonald to have a permanent committee appointed to act as trustees of the memorial. She is also planning to erect a Whitman Library at Bon Echo which will be a part of the permanent foundation.

Flora MacDonald is the founder of the Whitman Club of Bon Echo and owner of the property which includes the giant "Old Walt" rock.

Canadian Writers Get Preferment

T. B. Costain, Editor of MacLean's Magazine, Assumes Managing Editorship of Ladies' Home Journal — Peter O'Donovan Joins Arthur Beverley Baxter on London Daily Express.

CANADIAN writers continue to forge ahead in the literary world, the latest announcement being the appointment of T. B. Costain, editor of MacLean's Magazine, to the managing editorship of the "Ladies' Home Journal," which position he took up beginning with this month. Mr. Costain, who is a native of Brantford, Ontario, started on his career with the Brantford "Courier," later going to the "Expositor" in the same city.

His first out-of-town change took him to the Guelph "Herald," when Joe Downey was editor of that paper. Later he did general assignment work on the Ottawa "Journal," going from there to the local staff of the Toronto "Mail and Empire." He left Toronto for the Guelph "Mercury," which he edited for a couple of years. He then joined the MacLean organization about ten years ago, starting on "Hardware and Metal." He made



T. B. COSTAIN

a success in the specialized field, and later held the position of general managing editor of the MacLean publications. About four years ago he took over "MacLean's Magazine," and since then has centred his attention on this publication, and he has been largely responsible for the rapid national growth of that paper. In the MacLean organization Mr. Costain is deservedly popular. He was a leading spirit in the MacLean Club, especially fond of the social gatherings staged by this body, a keen debater and always interested in the development of a cordial atmosphere in the organization with which he was connected.

There is a feeling of regret at his departure all through the MacLean staff that is mixed with one of pleasure at the compliment that has been paid to Mr. Costain and the firm with which he has been associated.

Booksellers will recall that Mr. Costain collaborated with Hugh S. Eayrs in the authorship of "The Amateur Diplomat," published in 1915.



PETER O'DONOVAN, "P.O.D."

J. Vernon McKenzie has been appointed editor of "MacLean's Magazine," to succeed T. B. Costain. He was formerly associate editor of "MacLean's Magazine," and has been for the past year Canadian Trade Commissioner at Glasgow, Scotland. He served in the R.A.F. during the war and was wounded in a crash shortly before the Armistice was signed. Previous to going overseas he



J. VERNON McKENZIE

was engaged in newspaper work on various papers including the Montre "Star," Toronto "Star," Ottawa "Jou nal," Lethbridge "Herald," etc. He r turns to Canada to take up his work t middle of October.

SOCIAL CONSCIENCE

Twenty years of feeling, thought, a labor—on the part of a keen student life—produced the contents of "Soci Conscience," a volume of story, verse a essay by Adam Abet, published by t Co-operative Publishing Co., of Bridg port, Conn. Its sub-title is "Homocra vs. Monocracy." It is dedicated: " lovers of sincerity everywhere in t cause of humane progress. The volu contains something of interest to alm everybody, from the story-reader w



ARTHUR BEVERLEY BAXTER

likes to watch the flutter of a heart, the professor of phsychology who lights in dissecting the human mind, a it appeals to all, from fresh-blown re lutionary apostles on the war-p against injustice to gray-haired stat men on the watch for ways and me of allaying social unrest.

"P. O. D."

Peter O'Donovan, for many years member of the staff of "Saturday Nigh of Toronto, to whose readers he is kno as the inimitable "P. O. D.," is leav Toronto for London, England, wh he will be associated on the e torial staff with another Canadian lit ary light, Arthur Beverley Baxter, v recently became chief editor of the L don "Daily Express." P. O. D.'s bo "Imperfectly Proper," just issued, characterized as being "one continu chuckle from beginning to end."

Plan to Increase the Outlet for Books

Retail Booksellers Are Here Presented with Practical Ideas Which They Can Immediately Act Upon

ABOUT this time of the year when, sufficiently recreated in body, we look forward to the longer evenings of autumn in a spirit of pleasing anticipation, the impulse seizes some of us to map out a programme which will fill up some of the unaccountable gaps which exist in our literary repertoire. All of us have these gaps; even those among us who are in the habit of conveying in writing the impression of almost encyclopaedic knowledge. Who would willingly confess, for instance, that he had never read a word of Spenser's "Faery Queen." Pick up a list of the "Hundred Best Books" and you will probably find that over half of them are known to you by name only. Annually we plan out a cruise of exploration among the unknown havens which beckon to us so imperatively and annually if we set sail at all we put back into harbor.

Here is the bookseller's opportunity. Let it be his care to see that those of his customers who are so minded, are safely embarked upon their journey, well equipped for a good cruise, and, once embarked, let him do his best to keep them at sea until part, at any rate, of their programme is acomplished.

Old Books Worth Reading

In another column in this issue will be found a list of books over a hundred years old that are well worth reading. It will be to the bookseller's advantage to make a mental note of these and to bring up the names of any of them he has in stock in the course of conversation with his customers, especially those of a literary turn of mind, whose proclivities do not tend towards the modern novel. They will probably be surprised to find how many standard works there are of which they have heard throughout their lives and which they have never read. Macaulay's Essays; The Ingoldsby Legends, The Rivals and the School for Scandal, She Stoops to Conquer and The Good Natured Man, mention these and a few others taken at random, and you will rarely find a man who has read them all. And yet they are all classics in their way.

Give Advice With Discretion

In friendly discussion with his customers many an opportunity occurs for recommending what they should read. Suitable advice, of course, demands some consideration and discretion. The case of the busy man, for instance, who uses his brain all day, is a very interesting one. What shall he read for enjoyment in his leisure hours? Equally intelligent men will give extraordinarily divergent answers to such a question. Some will seek relaxation in a return to Homer, some drink refreshment from the deep well of English poetry, some find that biography and travels best suit their taste, while others—and they are many—would rather bolt a modern detective story whole than any more refined or subtle delicacy. It is, of course, largely a matter of temperament in what direction a man turns for his literary recreations, but it is also a matter of training and environment in early years.

Some Prefer Fiction

The number of elderly people who have almost entirely lost their taste for reading what booksellers call "standard literature" is amazing. Many of these have well filled libraries, yet in default of something new from the circulating libraries they will miserably complain that they have nothing to read. To such tastes, of course, the wide-awake bookseller will cater intelligently, and give them what they want, not what he thinks they ought to want.

For those, however, who show a desire to make a more complete acquaintance with standard literature, the bookseller can offer timely advice. The weakness of the programmes usually mapped oue is that they are too ambitious and would require a whole winter of assiduous application to carry them out. Let the bookseller rather plan for his clients a series of short cruises, returning after each one to the accustomed haunts of to-day, which should be by no means neglected.

The foregoing advice, of course, applies more to the older generation of readers, but there is the younger man or woman also to be considered.

The young man just starting in family life affords an excellent prospect if the bookseller can once get in touch with him and can instil in him the idea of building up a library for the home.

A Timely Warning

And here an opportunity occurs to render a real service to the coming family man whose natural ambition is to possess something in the form of a library. Let the bookseller use every atom of influence he can command to warn the inexperienced readers whom he may number among his clients against the insidious system of acquiring a library by purchasing a set of books purporting to consist of all the best authors in the world, and which, upon investigation, will be found to consist of nothing but a few extracts from the principal works of these authors, and will not enable the luckless purchaser to read in its entirety a single work by any one of them. The seemingly attractive system of payment, "a dollar down and a dollar when you catch me," is no doubt responsible in many cases for the capture of the unwary, who are lured on by the prospect of acquiring at one coup a complete library containing "the works of the best authors in the world." but who afterwards find to their disgust that they have paid a sum far beyond any equivalent value they have received for a set of books which, except for a perfunctory perusal on arrival, they never again look at.

All such methods of acquiring a ready-made library are a snare and a delusion and the bookseller can render no greater service to his younger clients and to literature, incidentally working at the same time in his own interests, than by saving the uninitiated from the misfortune of becoming the possessor, at a heavy cost, of such a travesty of a library as the usual type of collection referred to generally proves to be.

Foster Idea of Home Library

Booksellers as a rule are apt not to realize the innate desire in most young couples starting housekeeping to possess a library. Once they realize this laudable ambition and lay themselves out to cater for it they will be surprised at the scope it offers for profitable business. The dollar a week which the inexperienced seeker of good literature pays to the peddler of nondescript "complete libraries" would be far better spent with the local bookseller, but the latter must be prepared to give reliable advice as to the best way to start a library.

He might, with advantage, initiate a "Home Library Club," with a subscription rate of a dollar a week. Let him advertise this, pointing out how many volumes the members would possess at the end of a year, and at the same time offering to give advice in the selection of suitable books. In this way the aspirant for the possession of a library would read each book as it came into his possession, and there is no library that will afford its owner more gratification than one, every volume of which has been read by him.

One Book a Week

"One Book a Week," would be an excellent slogan for a bookseller to adopt in a campaign to promote the idea of acquiring a library for the home. In his advertising he should encourage the idea of buying only good books, and should call attention to the excellence of his stock in this respect. The establishment of a Home Library Club as suggested above would also give him the opportunity of writing a personal letter to all his prospects explaining its advantages and inviting them to become members.

There are good profits to be made in selling books, but the trade has to be cultivated; in fact, it depends largely on the bookseller himself to create the trade in his own district. Let him lose no opportunity of preaching books on every occasion; judiciously selecting the type of book to suit the varied tastes of his clients and the results will eventually be all that he can wish.

Educating People to Buy More Books

Booksellers Should Strike New Note in Their Newspaper Advertising so as to Whet Appetite of People to Possess Good Books and Build Up Home Libraries

"BOOKS first" is as good a slogan to-day as it was for Erasmus in mediaeval days. Unfortunately there is as yet no great evidence of a widespread book advertising campaign being launched in Canada for this year's Christmas book trade as is being launched across the border. People are not buying enough books. What is the reason? Is it that too much attention is being devoted to buying clothes, or automobiles, or is the rent hog too severe in his demands on the financial resources of tenants? Perhaps limited home space is considered a reason for not buying books. Are any of them legitimate reasons?

One thing sure is that widespread education by means of advertising would bring home to people not only the advisability but the actual necessity for having plenty of good books in the home. Erasmus of old, in one of his letters wrote:

"Now that I have some money I shall buy me some books, and after that some clothes." The prevailing fashion in this day and age and place is to reverse the order of Erasmus. When all our material wants have been satisfied we begin to heed the appetite of the mind—or not, as the case may be. Books, like everything else these days, are expensive. Light reading—very light reading for the most part—can be obtained in cheap magazines or public libraries, and serious books are in demand by only a limited audience.

Why so limited?

Let us confess it; great books are a land of wonder, but the paths leading into that land are often baffling. The most inveterate reader must admit that many is the time when he has stood in the midst of a library, great or small, bewildered by the profusion of riches around him and dazed with wondering which way to go to fill the pockets of his mind with all this portable gold, like the wicked brother in Ali Baba's cave, starving amid treasures for the want of an "Open, Sesame." No wonder inexperienced readers feel that they are going it blind.

Where to begin?

The counsel of good sense is, "Begin anywhere." One learns as he goes. There is value in reading even a silly book; one is just that much less likely to read another as silly. And nothing is surer than that one good book leads to another, for the appetite grows by what it feeds upon.

It is often a good thing to throw oneself on the mercy of the bookseller.

One of the curious facts about books is how many people love poetry and how few read it. Especially young men and young women. Poetry is their natural language, and the very mirror of their thoughts. Youth thinks in poetry naturally, as it draws breath. Leave these young folks alone with a good anthology like Palgrave's Golden Treasury or the Oxford Book of English Verse and they devour it. There seems to be a foolish impression abroad among young men that it is unmanly to read poetry. Yet these very young men, when they open a page of the poets, find it like reading their own thoughts and seeing the dreams of their own imaginations. And if they want a man's poet, let them try any volume of John Mansefield, but especially the Salt Water Ballads and "The Everlasting Mercy."

The most encouraging part of all about pilgrimages into these primeval forests of great books is that the farther in one goes the clearer grow the paths. Though one may have to force an entrance by smashing through dense thickets of trash, presently little paths begin to appear. They broaden; they take direction; they turn into logging roads with a faintly discernible wheel-tracks in their turf, and finally the explorer finds himself still in the forests but among the giant redwood trees of all the classics of the ages, and walking a broad highway which stretches straight back into the past and straight forward into the future.

These are all arguments that publishers and retailers of books should bring to bear upon the public. The average advertisements of books in newspapers is woefully lacking in impressiveness and originality. Usually they are merely lists that the average reader passes over as uninteresting. There are occasional oases — announcements that strike a new note of interest and tell something of such genuine interest about individual books or their authors that sales for these books are created. Then again one sees occasional advertisements that whet the appetite for good literature and for the possession of good books and a home library that will be a credit to the home-makers. That is a note that should repeatedly be sounded in the newspaper advertisements of retail booksellers.



FREDERICK WILLIAM WALLACE. ROBERT J. C. STEAD.

Two Canadian authors who are represented in the season's new books, the former with "The Viking Blood," the latter with "Dennison Grant."

A SEAFARING TALE

Frederick William Wallace, whose picture appears herewith, has written a book, "The Viking Blood," that will add new friends to the many he made with his earlier fine sea story, "Blue Water." This new book will be ready next month. It tells the story of a Scotch lad who took sail on a large four-masted barque that voyaged from the Clyde to Vancouver, and who, upon the vessel's return to Halifax, joined the bank fishing fleet there, finding the real romance and fascination of the seafaring life.

STEAD'S CANADIANISM

Among the season's interesting Canadian novels is Robert J. C. Stead's "Dennison Grant." Mr. Stead is by many considered the mainspring of the movement in Canada amounting to a literary Declaration of independence, having his books printed in Canada, a theme regarding which he frequently waxes eloquent.

CARNEGIE

Andrew Carnegie's autobiography is to come this month. The story begins with Carnegie's birth and childhood in Scotland. We are then told about the little "white-headed boy" and his valiant mother and brother who came to America to seek their fortunes. The story then goes steadily on, instilled from page to page with dramatic and humorous interest, as the boy begins work in the factory, becomes a telegraph messenger boy, goes into the railroad service, becomes superintendent of a division of the Pennsylvania, serves the country as Associate Director of Railroad Operations during the Civil War, undertakes bridge building, and then by rapid stages rises to be the great iron master.

Then comes an entirely different phase in the story, — the "gospel of wealth," the powerful formulation of the doctrine that private wealth is a public trust and the prompt and imposing acting on this belief. There are wise chapters based on personal experience, on such subjects as "Mills and Men," "The Problems of Labor"; but perhaps the interesting chapters for the general reader are the concluding ones in which Mr. Carnegie tells of the friendships of his later years, of his intimate relations with men like Lord Bryce, Lord Morley, Matthew Arnold, Viscount Grey, John Hay, etc.

VENIZELOS

This month comes "Venizelos," by Herbert Adams Gibbons, whose books upon European affairs have given him a leading position among American writers on European diplomacy, and who was in Paris throughout the war. During the Peace Conference he was in close touch with Venizelos, and writes from the fullest possible knowledge. His book is a notable contribution to international biography and is as readable as it is important. Another important book in preparation is "Clemenceau," by Morton Fullerton.

REPINGTON'S BOOK

At the outbreak of the war, Colonel Repington, the famous military correspondent of the London "Times" was fortunately inspired to keep a full diary of his experiences. He was in intimate relation with the British commanding officers, and had exceptional facilities for learning the most closely guarded secrets of the time. He was present during most of the great battles. In London he was on intimate terms with the great figures, all of whom appear vividly in his pages. There are exact memoranda of historic conversations with Lloyd George, Asquith, Balfour, etc. His relations with the French were not less close, and he reports in full interviews with Foch, Petain, Joffre, Clemenceau, Briand, etc., that make a most important contribution to the inside history of the great conflict. Indeed, we are in this book for the first time taken behind the scenes of the war and get down to the realities of things and the honest opinions of living men.

WINGS OF WAR

An interesting story of the achievements of the contributions of the U.S. to aircraft invention is "Wings of War," by T. M. Knappen. It presents a history of America's part in the aeroplane production and action in the Great War. The author is fair and painstaking, though at times naturally critical of delay and "red tape." A book for the student, the technician, and the man in the street.

RAINE FINDS HIMSELF

The tentative adventures of a writer in the field of his material are interesting because it is by means of these approaches into bypaths that he finally finds the road he travels. William MacLeod Raine, the popular author of "The Big Town Round-Up," which will soon appear, began his writing with short stories of the "Sword and Gadzooks" period in McClure's, Everybody's, American, and other magazines. His first novel was a romance of the days of Prince Charlie, published both in America and England. From White's Coffee House he traveled to the swamps of Arkansas, lingered there a time, did some political short stories, and then with a hop, skip, and a jump landed in the West that he has made his own ever since.

RAINBOW GOLD

In the Collingwood "Bulletin" of September 9 an interesting tribute is paid to a new novelist whose home is in that town. Her book, "Rainbow Gold," is described as a thoroughly feminine novel, intended to appeal to young people, especially girls in their 'teens.

NOTED NOVELIST PASSES

London.—Egerton Castle, English author and newspaper writer, died in London yesterday.

Egerton Castle was a prolific writer of novels and plays, his first works making their appearance in the early eighties. Most of his books were written in collaboration with Agnes Castle. Some of his plays, among them "The Pride of Jennico," and "The Bath Comedy," were produced in American theatres. His play, "Desperate Remedies," was written especially for Richard Mansfield.

ALGERNON BLACKWOOD

It is not for lack of matter-of-fact experience that Algernon Blackwood is a mystic. The son of the late Sir Arthur Blackwood and Sydney, Duchess of Manchester, widow of the sixth duke, he went early in manhood to Canada, farmed there, took part in a rush to the goldfields, ran an hotel, went into the dried milk business, worked on New York daily papers before he ever wrote mystical fiction. Personally he has no airs of being in any secret that is not the whole world's, has no eccentricities, and is a quiet, humorous, and entirely sensible companion in everyday life. He is represented with a new novel in this season's new books.

BOOK TRADE GOSSIP

George Bernard Shaw, H. G. Wells, Sidney Webb, and other Fabians have been invited by the British Labor Party to stand as Labor candidates at the next general election.

HONORED SIR GILBERT

Sir Gilbert Parker, who is a prominent member of the Masonic order in England was honored by the Freemasons of Bellville recently when the distinguished author was a visitor to that city, of which he was a resident in his early days. The affair was largely attended and the most distinguished citizens were among the speakers who eulogized Sir Gilbert.

A NEW NATURE BOOK

A warm welcome will be extended by all nature lovers to the new volume by Seton Gordon, F.Z.S., entitled "The Land of the Hills and the Glens: Wild Life in Iona and the Inner Hebrides." It is a work in which the author portrays with that delicate but sure touch which characterized "The Charm of the Hills" some of the varying moods of the Hebridean coasts, as well as their wondrous splendour and fascination. There are 57 choice illustrations from the author's own photographs, which alone are a source of rich interest.

THE GREEN EYES OF BAST

"The Green Eyes of Bast," by Sax Rohmer, is a story of the weird and unexpected, revealing remarkable power in depicting the strange and mysterious. The detective element is of an unusual quality and brilliantly developed, and there is woven into the story a delightful romance of love.

"Encore" is the title of a new book by the platform favorite, Jessie Alexander, whose popularity is widespread throughout Canada.

A new edition has been issued this year of Cassell's French-English dictionary.

A new commercial volume is Heaton's Directory of Canadian Export Trade.

IDEAL BROWSING

The experiment of serving afternoon tea was tried in the Literary Lounge, Clifford Street, London, a retreat where booklovers may browse at will without any obligation to buy. The experiment was a failure because the genuine booklovers were frightened off by the people who only came as to a convenient meeting-place to gossip. Now a peaceful silence again reigns, only broken by some low-voiced customer asking a question and an attendant giving a reply.

LIBRARY FOR RENFREW

Renfrew.—The town council has decided to purchase a lot on Raglan Street as a site for the Carnegie Library, plans for which have already been approved by the Carnegie Commission. The amount of the grant is $16,000 and a lot can be had for $5,000. The work of building will be proceeded with at once, the structure to cost in the neighborhood of $6,000.

PREFERS LONDON

The Toronto author, Arthur Beverley Baxter, whose book "The Blower of Bubbles," has been so well received, recently received an offer from Sir Charles Greenway, head of the Anglo-Persian Oil Co., in which the British Government is the principal shareholder, of an appointment to the position of manager of his publicity department at a salary of £2,000 a year. He declined this post, however, in favor of the post of literary editor in charge of the editorial page of the Daily Express, Lord Beaverbrook's London newspaper.

ODDS ON

'Odds On" is a story by Nat Gould, published by John Long, London. It deals with love, mystery and racing. The tale centres about a horse called Lucifer and his master, his trainer and his trainer's daughter. For excitement and interest it equals anything that has come out for some time. The John Long Company has also published three other books which promise to sell well: The Vision of the Years by Curtis Yorke; Coming of Age by Richard Marsh and The Man About Town by William LeQueux.

THE VALLEY OF SILENT MEN

James Oliver Curwood's new novel, just published by the Copp Clark Co., "The Valley of Silent Men," is another tale of the Far North. Death by hanging grinned in the face of Sergeant Kent, of the Royal Mounted. This situation had been brought about by hallucination. With him, down those fabled rivers flowing north to the frozen Arctic sped the girl, whose own secret winds like a thread of wild magic, to the hidden Valley of Silent Men.

THE RAPIDS

From the Copp Clark Co., comes Alan Sullivan's "The Rapids." This is the story of Robert Clarke, who comes to St. Mary's, a village of Arcadian simplicity. Lulled by the voice of the rapids, he visions the town transformed into a mighty city. By his own remarkable compelling power he achieves the support of practically unlimited funds. Then with the assistance of his chief engineer, Belding, he plans a tremendous programme of construction. He builds mills and bridges and discovers iron and gold. The only disturbing influence in Clark's glorious progress is Elsie Worden. Clark loves her and so does Belding, and Elsie doesn't know which man is her choice. And then Clark's affairs come to a crisis, and he faces a tremendously difficult alternative.

HAROLD BELL WRIGHT

Harold Bell Wright used to be a minister and on this account and because of the highly moral quality of his books, his admirers were greatly shocked to learn not long ago that he was seeking a divorce on the stated ground that his wife did not sympathize with his literary efforts. However, the charge has raised Mrs. Wright in the opinion of some of the critics.

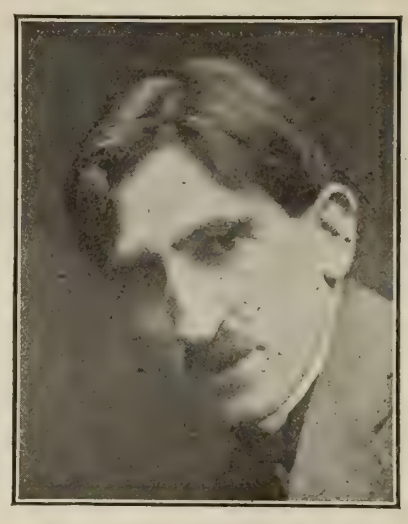
DIAMOND ROMANCE

For Loree Temple there was enchantment in the flashing lights that burned in the heart of the diamond, and one day at Kimberley "where men slaved and wore ou their lives for the little imperishable counters of passion," the spell took hold of her. This story is told in "Pink Gods and Blue Demons," by Cynthia Stockley.

This romance of a rugged country, with its fierce heats, its languorous blue nights and its feverish quest of the white stones is a story of exotic beauty and of the lure that held a woman and a man.

FREDERICK NIVEN

Frederick Niven, English novelist and journalist, has been revisiting Canada, being commissioned by the London "Daily News" and "Sunday Times" to contribute letters about Canada. His new book, "A Tale That is Told," is among this season's offerings. It is a realistic novel, and like all Niven's books is replete with fun and beauty.



FREDERICK NIVEN

POETRY BOOKSHOP

One of the most unique shops in London is the "Poetry Book Shop" that hides itself away in a narrow, dingy street off Theobald's Road in the Bloomsbury district. It was founded by its present owner, Harold Monro, about seven years ago, "with the object of establishing a practical relation between poetry and the public." The end is achieved by readings of poetry that are given every Thursday at six o'lock, except during July, August and September.

FOREIGN LITERATURE

There has been an extraordinary growth in the interest taken in foreign literature in London in the last few years. The works of Dutch, Spanish and Scandinavian writers are being translated and eagerly read and the vogue of the latter has induced a well-known Scandinavian firm to open a bookshop in Covent Garden, where translations of Norwegian, Danish and Finnish authors may be found.

BOOKS WITH ONLY RIGHT HAND PAGE.

Why not print all books in such a way that every page is a right hand page? asks D. I. Winslow, of Boston, who claims a patent for his conception of how to do it. He holds that if one has to read pages on one side of a book only, this will be held more easily, the eyes will not wander, there will be no necessity for changing the position of head and neck when passing from one page to another. Thus reading, especially of big, heavy volumes, will be less fatiguing not only to the eyes, head and neck, but also to the arms and hands.

Mr. Winslow's idea is to print a book so that you read straight ahead from right hand page to right hand page, these being numbered consecutively; then, when you have read through to the last right hand page, you turn the book upside down and continue reading as before, what in ordinary books are left hand pages now being right hand pages. This, of course, involves printing all left hand pages upside down and numbering them consecutively from the back of the book. This would easily be arranged by the printer in laying out the forms, though to get the pagination of a large book correct would require some nice calculation on the printer's part.

POOR MAN'S ROCK

A new Canadian novel of gripping interest is Bertrand Sinclair's "Poor Man's Rock," a Ryerson Press issue.

"Poor Man's Rock," a sunken menace at any stage of the water, will not be found on a Canadian Government map, but any Vancouver salmon fisherman will tell you it lies off Squitty Island, in the Gulf of Georgia, just between the mainland and Vancouver Island. In season the Pacific salmon swim in vast schools around its base, seeking the baby herring which take refuge in its surrounding shoals and kelp beds; and since only rowboats may safely brave its treacherous currents and floating kelp, hither come lone fishermen in scores. Old men, broken men, adventurous men, and those seeking sport never fail of their catch in salmon season.

"Poor Man's Rock" has given many a man his chance, and it gave Jack McRae his opportunity when he came back from France to find his father dead, his expected inheritance lost and himself dowered with the legacy of his father's hate toward the successful rival of his youth, now a wealthy cannery man of the district. With Scotch clannishness and tenacity of purpose, Jack took upon himself the avenging his father's disappointments and losses and heartbreak.

Quickly he took his enemy's measure and quickly he formulated his plans to break the man financially. To this end he entered the field of buyers for the fish canneries as an independent operator, and the author presents a stirring picture of the struggle between the factions of this tremendous industry.

GLINDA OF OZ

Thousands of children who have been delighted by Frank L. Baum's Oz books will warmly welcome this year's issue, the title of which is "Glinda of Oz." Ever since the original Oz characters captured the public in the comic opera, "The Wizard of Oz," books of the doings of the Oz people have been appearing and gaining new devotees among boys and girls as well as parents. The Oz books now constitute quite a juvenile library in hundreds of homes, and booksellers find that sales of new issues to new customers invariably lead to additional sales of previous Oz books.

THE DRAGON

From the Putnams comes "The Dragon," a wonder play by Lady Gregory. It is another really funny play considered Lady Gregory's best since "The Workhouse Ward," being a mixture of ancient and modern fun which only Lady Gregory could piece together and make "stageable." There are no dull moments in this strange conception.

THE MERRYMAKERS

Following up the adventures of "The Merrymakers in New York," comes "The Merrymakers in Chicago," by Herschel Williams, a Page Company issue. It is an illustrated volume of especially fine appearance and has over 300 pages. The story is well told and will appeal to boy readers.

HONOR BRIGHT

From the Page Company comes "Honor Bright," by Laura E. Richards, author of the "Hildegarde-Margaret" series. This author has achieved a strong position in the hearts of thousands of girls with her fine stories, and this new book ranks with the best of them.

INJUN AND WHITEY

That moving picture favorite, William S. Hart, beloved of boys, has written a book for boys, the title of which is "Injun and Whitey." It is represented as being a story of the West that shows the West as it really is. It is a tale of the adventures on a Montana cattle-ranch of a white boy and his Indian chum, of how Whitey learns to ride, shoot man-fashion, of their capture by a band of cattle-rustlers, and of how they escaped and turned the tables by rounding up the band after a series of desperate and exciting adventures.

MOTHER GOOSE ADVENTURES

"Adventures in Mother Goose Land" is the novel title of a new juvenile by Edward Gowar. Little Noel was very fond of stories, especially about children, and he wished he might be put in one and have such gay, good times as all the story-book children seem to have. One fine night, just before the Sandman came, once in a blue moon when wishes come true, he was whisked off to Mother Goose Land.

CHILDREN'S BOOKS

"The Crystal Ball," by Mary D. Gordon, just ready, is a boys' and girls' story of the magical garden of the sun and the adventures therein of Joan and Jack.

"Sergeant Jane" is a girls' book by Margaret Matlock, telling the story of a girl mascot in a marine corps.

BRUCE

"Bruce," by Albert Payson Terhune, is the story of a Scotch collie, a superb specimen of his wonderful race. How he got to "The Place," and how he developed from an "ugly duckling" into the joy and pride of his master and mistress, and how he went overseas and did his noble best in saving life and honor for his friends—all this you will read in this book. And as you read you will realize the wonder and beauty of a dog's devotion, and also, perhaps, something of what it means to be a dog lover.



KATHLEEN NORRIS,
Author of "Harriet and the Piper."

ONTARIO'S LIBRARIES

The sight of many books gathered together in suggestion collections, some for children, some on technical subjects, others for general reading, instinctively drew the lover of books towards a corner of the Department of Education exhibit in the Government Building at the Fair.

Travelling libraries are not new in Ontario, but there is much that is not generally known about these books and the libraries in general. For instance, any reading club in the Province can make a request for any books which they desire to peruse, and the same will be dispatched at once, and may be retained for a period of six months.

There are in Ontario 400 libraries in circulation, these going to clubs, women's institutes, and also to association libraries. Of the latter there are 286 out of 426 libraries in all.

Practically 90 per cent. of the libraries of Canada are in the province of Ontario.

First clerk.—"Did you ever see Oliver Twist?"

Second clerk.—"No, but I saw Fatima wriggle!"

THE AIRPLANE SPIDER

Gilbert Murray has written a most amusing story for boys and girls from 6 to 10 years. The tarantula spider (Laura, the author names her) is one of the most interesting members of the spider family, and does the most strange and amusing things from the time she is a little baby spider. At first she spends most of her time on her mother's back with her three or four hundred brothers or sisters to keep her company, but just as soon as she can spin, she goes sailing off by herself on a slender thread just like an aviator in a flying machine, until the wind gives out or the thread breaks. Then she drops to earth and proceeds to take care of herself for the rest of her life. And an exciting time she has of it, for she has many enemies to avoid or conquer and many dangers to escape. She is one of the busiest little animals imaginable. Her life is adventurous enough to suit the most eager child reader, and the author has a most clever and amusing way of telling about her queer doings. The pictures are unusually attractive. There are illustrations in color by Harrison Cady.

A handsome new illustrated list has come from the Alphalsa Publishing Co., Ltd., 2-4 Scrutton Street, Finsbury, London, E.C.2 The principal series of pictures published recently are: The hand-printed colourgravure cards produced by the most artistic and up-to-date process of color printing in Great Britain. The series comprises head and figure studies, landscapes, and reproductions of modern French paintings. In the same style of printing a variety of artistic calendars, Christmas cards and postcards are also produced, appealing to the cultured taste.

ONE OF A SELECT COMPANY

Peter McArthur, author of "The Affable Stranger," which will soon be published, is one of the few Canadian writers who have been regular contributors to London "Punch." As far back as is known, Artemus Ward and Judge Haliburton, author of the Sam Slick papers, were the only two writers from this side of the Atlantic who were regular contributors to this most exclusive of British journals before Mr. McArthur was admitted to the charmed circle. He contributed regularly during the two years that he spent in London.

REPRINTS

From John Murray, the London publisher, come reprint editions of such old favorites as F. Anstey's "Vice Versa"; H. Rider Haggard's "Jess"; Mrs. Hungerford's "Molly Bawn"; Katharine Tynan's "Hon. Molly"; Henry Seton Merriman's "From One Generation to Another"; David Christie Murray's "Rainbow Gold." In a two shilling series are S. Baring-Gould's "Mehalah," first printed in 1890, fourteenth impression 1906; Maud Diver's "Unconquered," first printed in 1917, reprinted in 1917 and 1918, and others once equally popular.

More About Good Old Books

Bookselling Data That Can Be Effectually Used to Arouse Interest in "Durable Books"—Macaulay's Poor Prophecy.

STARTING with Shakespeare, a Boston newspaper submits the following list of books written over a hundred years ago which may be looked upon as durable:

First appeared the Shakespeare list:
The Tempest.
Hamlet
King Lear
Macbeth
Romeo and Juliet
Othello
Measure for Measure
Merchant of Venice
Much Ado About Nothing
Taming of the Shrew
As You Like It
Henry IV.
Henry V
The Sonnets
Midsummer Night's Dream
Richard III.

The Other List

The Pilgrim's Progress
Paradise Lost
Grace Abounding
Bacon's Essays
Tom Jones
Amelia
Tristram Shandy
Sentimental Journey
Robinson Crusoe
Gulliver's Travels.
Religio Medici
Boswell's Johnson
Pepys's Diary
Pride and Prejudice
Mansfield Park
Sense and Sensibility
Waverley
Guy Mannering
Heart of Midlothian
Bride of Lammermoor
Keats's Poems
Byron's Don Juan
Tale of a Tub
Irving's Sketch-Book
Wordsworth's and Coleridge's Lyrical Ballads
The Wealth of Nations
Decline and Fall of the Roman Empire
Leviathan
On the Human Understanding
Hume's Essays
Analogy of Religion
The Beggar's Opera
Hero and Leander
On the Sublime and Beautiful
Æsop's Fables
Lay of Marmion
Areopagitica
Jeremy Taylor's Holy Living and Holy Dying
Izaak Walton's Compleat Angler
Peregrine Pickle
Humphrey Clinker
Rape of the Lock
Mallory's Morte d'Arthur
She Stoops to Conquer
The Rivals
The School for Scandal
The Vicar of Wakefield
Addison's Essays
Joe Miller's Jest-Book
Shelley's Alastor and Other Poems
Southey's Life of Wesley
Percy's Reliques
Grey's Poems
Herrick's Hesperides
Blake's Poems
Burns's Poems
Walpole's Letters
Moore's Irish Melodies
Castle Rackrent
Hazlitt's Essays
Wesley's Journal
Canterbury Tales
Vathek
Froissart's Chronicles
Pamela
Clarissa Harlowe
Samson Agonistes
Comus
Hudibras
Cowper's Letters
Everyman
Marco Polo's Travels
Sir John Mandeville
Cobbett's Rural Rides
Law's Serious Call to a Devout and Holy Life
Burton's Anatomy of Melancholy
Childe Harold
Mary Wortley Montague's Letters
Evelyn's Diary
Fanny Burney's Recollections
Utopia
Erasmus's Praise of Folly
Dr. Johnson's Dictionary of the English Language
Alexander Cruden's Concordance

The compiler of this list, R. Ellis Roberts, of London, England, in refuting the prophecy of Macaulay that "Nothing had been written between the years 1800 and 1850 which would be read in 1920," submitted the following list of books written in that half century:

The Waverley Novels, the poems of Shelley, of Keats, of Byron; the novels of Jane Austen, the essays of Lamb, of Hazlitt, and De Quincey; Carlyle's "Sartor Resartus"; Coleridge's Essays, notably the "Biographia Literaria"; Newman's Sermons, and the essay "On the Development of Christian Doctrine"; Leigh Hunt's volume, "The Town"; Keble's "Christian Year"; and, to end with three very different books, appealing to different readers, Marryat's "Mr. Midshipman Easy," Stanley's "Life of Arnold," and the Ingoldsby Legends. Tennyson's "In Memoriam" was only published in 1850, but Browning's "Bells and Pomegranates" came out in 1841 and Tennyson's poems in 1842."

All of this is interesting to booksellers following up recent articles appearing in Bookseller and Stationer on the advisability of keeping the good old books to the fore in bookselling. Such tables as the foregoing might well be included in the bookseller's advertising in the newspapers. That sort of advertising will serve the double purpose of awakening and re-awakening the definite interest of the newspaper reader in these particular books and at the same time promoting sales of one or more volumes to each of many of the people whose interest is thus aroused.

NEW TEXT BOOKS

The Department of Education has just issued two very interesting booklets for use in the schools of the Province.

"How the Fight Was Won," 85 pages, gives in brief but word form a general sketch of the Great War. This little book has for frontispiece a portrait of the King.

"Geographical Changes Due to the Great War," 40 pages, is a companion for the former book. It contains three excellent maps of the new Europe, Asia and Africa. It is said of these two publications that they are timely, and will fill a very real want.

CHRISTMAS CARD CAMPAIGN

At the Greeting Card Association convention in New York this month there will be addresses and discussion on the development of the greeting card trade from both the retailers' and manufacturers' viewpoints, and a furtherance of the plans for putting the greeting card publicity campaign for this year's Christmas trade across with a bang! Retailers will benefit by suggestions and plans to be passed on to them to help along the good work.

THE WEDDING AND YOU

At a conservative estimate there are 125,000 weddings a year in Canada. Of the millions of dollars spent for wedding gifts, it is estimated that stationers get three million. How much do you receive?

Of course you will share in the profits that come from wedding invitations and announcements, but what of the other lines? There are the cards that go with the gifts, those that are sent with the bride cake, invitations to the first "at-home," and personal cards for the young couple. Wedding stationery is usually the best that can be had, and stationers should stock up with good lines that will create beaten paths to their stores for these events.

Every day in the year is a wedding day, and every wedding is attended with the usual whirr of breathless excitement; if you carry the right stationery your store will soon come to be considered an essential source of supply.

Holiday-Book Catalogue for Retailers

Nominal Cost Made Possible by Clubbing of Booksellers in All Parts of Canada—A Good Illustration of the Value of Co-operation.

ON another page will be found an announcement, together with an order form to be filled out for a supply of this year's Holiday Book Catalogues, providing a complete Christmas book list, alphabetically classified, comprising all the books suitable for Christmas gifts that are being published this season.

This has become an annual event of importance to many booksellers in all parts of Canada, a number of whom have sent warm testimonials to Bookseller & Stationer telling of the great help these Holiday Book Catalogues have been, not only in promoting sales, but in saving much valuable time in tne busy weeks immediately preceding Christmas, because many people come in with books checked in this list that they wish to buy, alternate selections being marked in the event of the first choice titles being out of stock. The advisability of marking alternate choices will be emphasized in this year's catalogue. The time that is thus saved the bookseller and assistants in the Christmas rush is inestimable and, on this score alone, it will pay every bookseller in Canada to make sure this year of having a supply.

It is interesting to add that a similar catalogue is to be issued to be devoted to toys and other children's goods, also art publications, Christmas papeteries, leather goods and fancy goods.

A most important feature of these catalogues is that the only firm name appearing on them is the dealer's own name. All names of publishers are omitted so that, to all intents and purposes they are the bookseller's own individual Christmas catalogues. But for the nominal price that is made possible by this clubbing of booksellers in all parts of the country, the cost of issuing so large and comprehensive a holiday catalogue would be prohibitive to individual retailers.

Monthly Record of New Books

Published by Firms Established in Canada

THE COPP CLARK CO., LIMITED

Fiction

No Defence, Sir Gilbert Parker, cloth, $2.00; The Trumpeter Swan, Temple Bailey, cloth, $2.00; Brite and Fair, Judge Henry A. Shute, cloth, $2.00; Flappers and Philosophers, F. Scott Fitzgerald, cloth, $2.00; In Chancery, John Galsworthy, cloth, $2.00; Children of Storm, Ida A. R. Wylie, cloth, $2.00.

Juvenile

Westward Ho! Charles Kingsley, illustrated by Wyeth, cloth, $4.00; Grimm's Fairy Tales, illustrated by Elenore P. Abbott, cloth, $4.00; Robinson Crusoe, illustrated by Wyeth, cloth, $5.00,

HODDER & STOUGHTON, LIMITED

Fiction

The Scar, Ruby M. Ayres, cloth, $1.65; The Timber Wolves, Cronin, cloth, $1.75; McGlusky the Gold Seeker, A. G. Hales, cloth, $1.75; The Blind Marksman, Edith Moore, cloth, $1.75; Intriguers, Le Queux, cloth, $1.65; Penelope, Elizabeth Kirby, cloth, $1.65; Man With Rubber Soles, Sir Alexander Bannerman, cloth, $1.65; A Western Delilah, Frank Houghton, cloth, $1.75.

Non-Fiction

Peeping Pansy, Queen of Roumania, gift book, $7.50; Fairy Book, illustrated by Edmund Dulac, gift book, $7.50; Picture Book, illustrated by Edmund Dulac, gift book, $7.50; Tales from Hans Andersen, illustrated by Edmund Dulac, gift book, $7.50; Stories from the Aragian Nights, illustrated by Edmund Dulac, gift book, $7.50; The Tempest, illustrated by Edmund Dulac, gift book, $7.50; Golden Book of Famous Women, illustrated by Eleanor Fortescue, gift book, $7.50; Golden Book of Songs and Ballads, illustrated by Eleanor Fortescue, gift book, $7.50.

The following books were listed in error last month under the name of McClelland & Stewart instead of Hodder & Stoughton:

Fiction

Bernard Treves Boots, Laurence Clarke, cloth, $1.65; Elizabeth Kirby, Penelope, cloth, $1.65; Man With Rubber Soles, Sir Alexander Bannerman, cloth, $1.65; Peregrine in Love, C. Fox Smith, cloth, $1.65; The Camp of Fear, Leslie Gordon, cloth, $1.65; The Intriguers, Wm. Le Queux, cloth, $1.65; Lost Mr. Linthwaite, J. S. Fletcher, cloth, $1.65; Desborough of the Northwest, Joan Sutherland, cloth, $1.65; Buckrose, J. E., Young Hearts, cloth, $1.65; The Broken Fang, Uel Keys, cloth, $1.65; Woman of the Picture, G. F. Turner, cloth, $1.65.

Non-Fiction

Aerial Transport, G. Holt Thomas, cloth, $7.50; Story of the Fifth Australian Division, Capt. A. D. Ellis, cloth, $4.50; For Remembrance, A. St. John Adcock, cloth, $3.00; Story Book of Birds and Beasts, J. Henri Fabre, cloth, $2.00; Story Book of Science, J. Henri Fabre, cloth, $2.00; Story of Australia for Boys and Girls, Rev. Jos. Bryant, cloth, $1.50.

S. B. GUNDY

Fiction

Conquering Hero, John Murray Gibbon, cloth, $2.00; Drums of Jeopardy, Harold MacGrath, cloth, $1.90; The Turnstile of Night, William Allison, cloth, $1.90; Jan, M. Morgan Gibbon, cloth, $1.90.

Non-Fiction

In the Mountains, Anonymous, cloth, $1.90; The Junkman, and Other Poems, Richard Le Gallienne, cloth, $1.75; History of the World War, 5 vols., Frank H. Simonds, cloth, large 4to, $5.00 per volume.

Juvenile

Little Heroes of France, Kathleen Burke, cloth, $1.75; Wonder Stories, Carolyn Bailey, cloth, $2.50; The Lost River, Allen Chafee, cloth, $1.50; Trail and Tree Top, Allen Chafee, cloth, $1.25; Rick and Ruddy, Howard R. Garis, cloth, $1.50.

THE RYERSON PRESS

Fiction

The Heart of Unaga, Ridgwell Cullum, $2.00; Daisy Ashford: Her Book, Author "Young Visiters," $2.00; Returned Empty, Florence L. Barclay, $2.00; An Imperfect Mother, J. D. Beresford, $2.00; The Road to Endor, E. H. Jones, $2.00; The Hand in the Dark, Arthur J. Rees, $2.00; The Watchdog of the Crown, John Knipe, $2.00; The Wider Way, Diana Patrick, $2.00; Rachel Comforted, Mrs. Maturin, $2.00; A Pawn in Pawn, Hilda M. Sharp, $2.00; Madeline of the Desert, Arthur Weigall, $2.00; The Master of the Commandery, S. N. Sedgwick, $1.75; Happy House, Jane D. Abbott, $2.00; The White Pope, S. R. Crockett, $1.75; The Trap, Maximilian Foster, $2.00; The Door of the Unreal, Gerald Biss, $2.00; The Great Leviathan, D. A. Barker, $2.00; Molly's Substitute Husband, $2.00; In the Shadow of the Mosque, $2.00.

Non-Fiction

Relativity, Einstein, $1.75; A Study in Canadian Immigration, W. G. Smith, B.A., $3.00; Rubaiyat of Omar, illustrated by Tagore, $3.00; Sniping in France, Hesketh Pritchard, $3.00; Parliament and Revolution, J. Ramsay Macdonald, $1.75; Elsie's Girlhood, Martha Finley, 75 cents.

A MODERN RENDERING

A Montreal school teacher, who for years had been setting "Young Lochinvar" as a subject for English composition for a long succession of juvenile classes, thought that the youthful authors had exhausted all the possible variants on the lines of Scott's familiar ballad, but she acknowledged that a new twist had been given to "He swam the broad river, for ford there was none," when a few weeks ago one of her pupils rendered it, "He had to swim across the river because there was no automobile." —"Saturday Night."

GOING ONE BETTER

The elder of two farm boys left the old home place for the bright lights. After working a while at his job in the city, he wrote his brother out on the farm telling him the joys of city life, and said:

"Yesterday we autoed out to the country club, where we golfed till dark. Then we motored to the beach and Fridayed there."

The big brother on the farm wrote:

"Yesterday we buggied to town and baseballed all afternoon. Then we went out to Bill's and pokered until morning. To-day we muled out to the cornfield and gee-hawed until sundown. Then we suppered, and then we piped and Ethel M. Delled for a while. After that we staircased up to our bedroom and bedsteaded until the clock fived."

Billy — We've got something you haven't got in your house; we've got an encyclopaedia.

Johnny — My dad was going to buy one but he was afraid I'd hurt myself trying to ride it.

The college youth and the summer girl had been getting along very fast after a two days' acquaintance. As they strolled along the shore they tried to hit upon points of common interest. "Do you like Rex Beach?" he asked her. "No," she said, "mamma simply refuses to go there because she doesn't like the people."

Harry Brown was dippy about collecting specimens of butterflies nd moths. He worried his friends so much that they advised him to procure a book on them. He finally bought one which he saw advertised in a Yonge Street bookstore. After several days he returned and demanded a refund because he could find nothing in the whole book about moths. The name of the book was, "Advice to Young Moth-ers."

Father: Is the teacher satisfied with you?

Son: Yes, because she said to me the other day, "If all my pupils were like you I would shut up the school this very day."

"Try that again," said the teacher. "Notice that mark at the end."

And the obedient pupil read: "Where are you going, buttonhook."

WINNIPEG, Sept. 19th.—Professor A. B. Clark, of Winnipeg, lecturing to his senior class, in political economy deplored "monopolistic powers." He told his students that they would have to pay $5.60 for a copy of Marshall's "Industry and Trade."

"I suppose the monopolistic powers of the publishers are responsible for this outrageous price," he declared.

Prices of all text books used by undergraduates are much higher than last, according to students. Notebooks which cost 60 cents last year are $1.25 this year.

Johnniekellyisms: Johnnie bewails the departure of his only male teacher—"Soon there will be nothing but skirts and there all sour and the poor kids have to look at sum faces like a dry prune all day long, ain't it fierce."

Johnnie answers questions on an examination paper: "The skin is a layer of meet with holes in."

"A Savagery is one who lets his hair grow wild, a Barberism is one who shaves his dome all except one bush so his enemy can lift his roof."

The John C. Winston Co.'s Toronto branch is now located in the Spadina Building, 129-139 Spadina Avenue.

HANDBALL

Handball recently got the following boost by way of an editorial in the Toronto "Mail and Empire":

"From youth to age, mankind in search of sport pursues a ball. As a baby he has a soft worsted or rubber ball, and when he becomes a boy he takes to the baseball, the cricket ball, the football, the basket ball or the pool ball. Later on he unrelentingly pursues the golf ball, and have adventures with the tennis ball or the polo ball. Not as often as we should like to see does he make acquaintance with one of the most interesting of all balls, to wit, the one that is banged against a wall with the open hand. The game of hand ball is not nearly as well known nor as generally practised as the sport deserves. Those who once acquire a taste for it continue to play almost as long as a man adheres to golf, for one may play hand ball as a boy and keep up the game with profit to one's general health far into middle life."

This suggests that handball might receive more attention by dealers in sports goods, thus adding still further to the sales and profits in the sports goods department.



The Wall Street Explosion Should Help to Arouse the Public in America.

Every Merchant a Trustee

To Handle Credits Successfully He Must Have Firm Principles—Sound Rules Are Needed —Their Practical Application.

By HENRY JOHNSON, JR.

CONTINUALLY men ask me how to handle their customers' accounts. I read of schemes and plans all the time, too, but whether talking or reading, I always find that questions and resolutions all treat of methods. None that I know of strike the fundamentals, the roots of scientific credit handling, so I want to have you think with me along lines which will begin with the right "mental slant" on this problem and so lead us toward a real settlement of this question.

It is a recognized fact that no man can get very far without character. Character must be founded on principles, whether consciously adopted or not. It is the same with business. It must have character, and it must rest on principles, else will its life be short and its usefulness nil. And just as a man must respect and live up to the high exactions of his principles, so must a business have principles, or rules, which everybody, including the man at the top, respects as rigidly as he does his own honor and integrity.

You cannot sell goods haphazard. You cannot make deliveries without a system. You cannot "guess" at the prices you will charge nor the service that can be given with your prices, if you are to be successful. And you certainly cannot extend credit without a plan of action, carefully laid down and then lived up to as rigidly as any bank, and make a success of the credit business. But, given sound rules and rigid observances, the credit business is, to my mind, the finest business there is from the standpoint both of the merchant and his customer.

What Kind of Rules or Principles?

The first principle is that credit is a service. As such it is surrounded with certain limitations. Just as the hours of business are clearly limited, so must be the term of credit. For you can only give just the service you set out to give —no more, no less—if you are to be successful. Let us say, then, that credit is to be extended for thirty days. That means 30 days. It does not mean 35 days, nor 40 days, but 30 days. Inevitably and logically that means that the bill is to be paid at the end of 30 days. Automatically that cleans up the question whether there shall be any balance. There must never be a balance.

Certain matters of practical application must come in for handling credits on this plan. At the outset the understanding must be had, that the bill is payable every first of the month. It is understood that you send it out or not, just as your custom may be, or as your customer may desire. Then it is to be paid some time within the first and the tenth of the succeeding month. That is a practical matter, made necessary because it would hardly be practicable for you to insist the money be right there on the dot or you would not send any more goods. It might rain, or snow, or people be ill, so the first to the tenth is a good arrangement; but that must end it. Bills not paid by the tenth are liable to immediate stoppage.

Next, goods are money, therefore you must be as careful loaning them as you would be about loaning money. An applicant for credit must be told that you are certainly glad to take all the good accounts you can get, putting strong emphasis on the good. Get all record and references. Then, before the first purchase is delivered to the customer, investigate that record. If any flaws appear, do not take the account. Never mind that it is unpleasant. It will be pleasanter than to have a big loss later on.

If, in spite of all precautions, you get in bad and find your self stung, take your loss at once. Stop the account. Wipe out the bill. Lose $25 now rather than $40 later on.

Never make any bones about letting it be known that you invite no laxity with accounts, that you expect your customers to pay just as they have agreed and live up to that rule.

Practical Operation of the Plan

"Yes," you say, "but that is old stuff. Those are usual rules." True; there is, in fact, nothing new about the right way to handle credit. The point comes in the proper handling thereof and obeying your own rules—living up to your own principles and character.

You will not go far before somebody will seek to have you make an exception to your rules. Perhaps it will be a very fine, high grade, thoroughly respectable customer, a professional man who wants you to carry him through the summer while he goes on a trip. It is going to test your character to refuse. It is going to test your diplomacy to decline in such a way as will stop the account. But you must refuse. Whether you do it smoothly or roughly, whether you retain or lose the account, the desideratum is that you refuse.

Why? Because on your ability to refuse rests your title to be regarded as a credit man. Just as you succeed in living up to your rules you will succeed in extending credit—and to no greater extent.

Suppose you do not steal. Why do you not? Because your principles do not admit of stealing. Further, you would not steal just once, as a sort of exception to your rules, would you? No. Why? Because instinctively you know that a single lapse is so dangerous, so terribly liable to undermine your whole character, that you would shrink back in horror at the suggestion.

Yet to steal once—just once—would be no more dangerous to your character and no more demoralizing than to lapse once in your rules will be to your entire scheme of credit giving.

How to Prevent Lapses

Here is where the correct "mental slant" comes in. You must approach this tremendous problem with a heavy sense of responsibility—for you are responsible far beyond what you are apt to think. Your habit is to think of your business as your own, to do with as you please. But it is not. In fact you are only a temporary tenant. You are a trustee to whom that business has been handed for safe keeping and skilful handling. You are the servant to whom has been given certain talents for which you must later render the strictest account. And who, then, is the owner to whom you must account?

The owner is the man you will be in thirty or forty years from now, and his old wife. That man is beyond the age of useful work, and he is now looking to you to provide a competence on which he can live in independence until he passes on down the long slope. His wife —surely you want to safeguard her from any danger of dependence, privation or want!

So just regard yourself as the employee of that man and woman, entrusted with their entire possessions, instructed to run that business with certain well-defined limitations, and go to it that way.

A very successful man stood in his store one day and I stood beside him. We were looking over the busy crowds, and I asked him something about his methods. He said: "You know, our rules do not permit us to do that"—replying to some question I asked. I forget the question, but I have never forgotten the answer. "Our rules"—yet he was the sole owner of the store! What did it mean? It meant that he had character in himself, based on principles, and he made rules and respected them.

That is the only way you can succeed in handling credits.

German Toys Lacking in Quality

Points of Interest for the Retail Trade and for the Guidance of Canadian Toy Makers in Printers' Ink's Size-Up of the Present Situation.

GERMAN-MADE toys are on the American market again. They are being handled by most of the leading jobbers and importers and by the retail mail-order houses.

Two years ago, when there was much agitation over the supposed efforts of German toy manufacturers to get back some of their trade in this country, "Printers' Ink" quoted some leading merchandising authorities as declaring that the place of origin of the toys should not be considered in the buying of them—that a woman getting a doll for her little daughter would purchase it from a standpoint of appearance and price and would neither know nor care whether American or German makers produced it. This, of course, is the exact truth and represents accurately the way the thing is working out now.

In the midst of the hatreds brought about by war, business men say some things they do not mean. They may honestly believe that what they say represents their true sentiments. But after the trouble is over they begin doing business on a business basis again and are no longer ruled by prejudice. Certain English and American jobbers declared they never again would handle German goods. In the light of this assertion it is interesting to note the situation to-day, both in this country and in England.

So many German toys have gone to England during the summer that British manufacturers have asked the Government to take steps to check such imports. Owing to the exchange rates the German toys undersell the domestic product, thus demonstrating that value is the only thing that counts.

One large American importing house created a sensation during the war by refusing to accept a large consignment of German toys which it had bought and paid for previous to the beginning of hostilities. The shipment was held up by the English blockade for more than a year and then finally got through. This house spurned the big shipment entirely and would have nothing to do with it. It was left on the hands of the customs officials, and what became of it never was made public. It might have been auctioned off and possibly was.

This same house to-day is selling German toys to its trade. At the time it refused the shipment it was profuse in its declarations to the effect that it would be an insult to American children to ask them to play with toys fashioned by the hands of their country's enemies. This is mentioned here not in a spirit of criticism, but merely to show what an unsentimental thing business is and how quickly it reaches out along logical lines, even though officially and technically America is still at war with Germany.

However, it is highly gratifying to know that the situation here is quite radically different from that in England. Instead of German toys seriously interfering with home manufacturers, as is the case there, they are here coming up a bad second.

American Toys Selling on Their Merit

American makers are selling all the toys they can produce. But absolute fairness compels the statement that their toys are being sold as toys, and not as American toys. The same rule works both ways, you see.

A "Printers' Ink" representative, in investigating this peculiar condition, interviewed toy buyers in two large jobbing concerns, a chain-store company and two retail mail-order houses. He also talked to a buyer in a big department store which buys its goods direct. Most of the buyers talked with the utmost frankness, although naturally they did not want their names used or their houses mentioned. The writer predicts that by another year they will have overcome this modesty.

The investigation brought out these important facts:

While German toys are here in considerable quantities, they are not seriously competing with the American-made products, either in quality or price.

Also, there are not complete lines of German toys on the American market. The goods here are in the nature of pick-up or fill-in propositions.

And. most important of all, the German toys are inferior and are considerably below the standard of the goods sent out from that country before the Kaiser began his war.

The toy buyer in one big house that has been foremost in opposing German toys during the war expressed a willingness to tell "Printers' Ink" exactly what is what as he understands it.

"Yes," he said, "we are handling German toys—principally small dolls, stuffed animals and Christmas tree ornaments. These are being sold to our customers just as we sold them before the war, without reference to where they were made. I honestly believe that not one retailer in a dozen stops to think about where toys or tree ornaments were made.

"We are not buying any full lines of German playthings. In fact, so far as I know, no full lines are available. I have an idea that the natural difficulties attending trade with Germany because of our failure to ratify the peace treaty has something to do with this. But the main reason as I see it is that German manufacturers in these lines are positively unable to compete with American makers. You know very well I am not bragging when I say this. Our natural inclination would be to favor the American manufacturer. At the same time if the Germans would come along with better goods at a lower price we would buy them just as anybody else would do. When I say, therefore, that the American goods are better, I am saying what I want to say as an American, and also what is actually true as established by our buying experiences.

Prices High and Quality Low

"The big fear of American manufacturers all along has been that the Germans could undersell them, especially on the lower-priced toys. Well, they haven't up to date. Take this little talking doll, for instance—an item of which we sold thousands of gross every season before the war. It has been a standard ten-cent retail seller all over America. We used to sell at as low as forty-five cents a dozen. This year our price has raised all the way from ninety-five cents to a dollar and ten cents a dozen, thus making it a fifteen-cent retail seller at the very lowest. Another thing, this doll is not nearly the quality it was six years ago. The material is of a much lower grade and the workmanship imperfect.

"Similar imperfections are seen in the stuffed animals, the wooden toys and the tree ornaments. The material used is away below what it ought to be. Perhaps association with the better made American toys for the last few years has warped my judgment and made me incapable of passing an unbiased verdict upon German goods. But I do not think so. The German goods simply do not have the quality and they by no means have price advantages that will give them very much of an edge over American goods.

"Along about 1915, as I remember it, there were practically no tree ornaments to be had in this country. This item always has been imported from Germany. American manufacturers started to produce them. Their product the first year was almost a joke, so far did it fall below the German ornament. The quality kept improving until to-day the German ornament is forced to take a second place. We sell the German ornament, of course, but it is the cheaper product designed for the cheaper trade—which is just what the American ornament was before.

"Will we continue selling American playthings? Undoubtedly. Right now, as I have already explained, such German goods as we have are used merely to fill in our line. When complete lines of German toys are available we probably

ill handle them if we can find a place or them in our selling scheme. Toys are oys. We want our line complete, with full range of items and prices. To ring about this condition we naturally re going to buy where we can buy to he best advantage."

Right after the armistice, American oy manufacturers began to express fear f a possible inundation of German made oods. Some of them, in their apprehenion, enthusiasm, or whatever it might e called, proposed a national advertising ampaign to bring home the idea of American toys for American children." uch a campaign might possibly suceed, s was said in "Printers' Ink" a couple of imes. But it would cost much more than t could be worth.

People do not buy goods that way very ong at a time. Such an advertising appeal is in pretty much the same class as the advertising done by or in behalf of retailers urging that people buy from them to "build up the neighborhood" or "help the town."

When the proposition is stripped of all its glamor, American toy manufacturers will recognize it as being not particularly beneficial to them in the long run to have the American jobbers and the American people accept their goods from sentimental consideration. It is far and away better that American toys be accepted from a standpoint of merit and price—which is exactly the case now.

Everybody who sells toys in this country will be glad from a patriotic standpoint to see American goods taking the lead. The fact that quality and price, rather than appeals to provincial pride or racial hatred, have brought about this pleasing condition does not lessen their satisfaction. On the direct contrary it makes their satisfaction something tangible and solid.

A couple of seasons ago Sears Roebuck & Company received some German toys, bought before the war. It frankly admitted them to be such and proposed to sell them in a special way so that all the profits could go to the American Red Cross. A storm of criticism came in from all directions. To-day this concern could sell German toys just as easily as the American kind—if the quality and the price were right.

People forget. They won't stand hitched very long when it comes to buying merchandise on any other consideration save value. This is why a lot of perfectly good advertising effort sometimes goes to waste.—"Printers' Ink."

Story of the Canadian Toy Trade

Substantial Progress That Has Been Made is an Indication of Further Enormous Development That Will Surely Follow

TOY-MAKING in Canada has reached proportions, placing it among the considerable industries of this country. Up to the time of the war Canadian toy-making did not amount to much, although in the matter of such products as wheeled goods, board games, shoo-fly rockers and card-board games, Canadian-made products were even then quite in evidence.

Since then, not only have these goods been manufactured on a greatly increased scale, but many toy lines, notably dolls and construction toys, have been added to the Canadian-made list and the largest of these concerns now does a business of over half-a-million dollars a year. This concern exports largely to Britain as to certain other Canadian toy-making firms. These Canadian products have been well received in the British market and the demands from that source this year are far in excess of the supply. Part of this is, of course, attributable to he fact that practically all the toy factories in Britain are behind in their orders, being unable to cope with the demands of the home market. A few of them have made some effort to fill export orders, and the total of toys imported from Britain by Canada for the last fiscal year, figures for which are not yet available, will show an enormous increase over the $28,000 worth of toys which represented Canada's imports from Britain for the fiscal years ending March 31, 1919.

Imports from Japan have been falling off but it is estimated that imports from the U. S. now reach a million dollars for the year as compared with $708,459 in 1898.

The healthy state of the toy trade in Canada is indicated by the fact that nothwithstanding these considerably increased imports, the volume of Canadian-made toys is showing an appreciable increase each year. In 1898 it was reported to be about $800,000, which would represent at least $1,250,000 retail value and for 1920 the slogan for retailers is $2,000,000 for Canadian-made toys this year.

In reviewing the development of Canadian toy-making, men in the trade are not lacking who attribute a big share of the increase in Canadian toy making to the widespread effects of the toy shows held in Toronto in 1916 and 1917. Much has been heard of the numerous failures of toy ventures that followed as a result of these exhibitions and the propaganda of the Department of Trade and Commerce. It is true that a large number of mushroom concerns burst into being and were soon back in oblivion, but such things are inevitable and are true of every other industry. They are the "no-account" concerns. Why should they be considered at all either pro or con? The ones that do count are the toy-making concerns that are actually in business, including the producers of other goods, with whom toys are by-products. The total represented by the trade done in all these Canadian-made toys is significant not only on that score alone but viewed also in the light of the good big increases in the volume of these Canadian by-products because of the reasonable assumption that as great, if not greater increases in this respect will be shown in each succeeding year.

That is the theme of this article: the probability of "made-in-Canada" toys being manufactured in increasingly large quantities and the probability of each year seeing new toy lines added to the Canadian-made list. The writer has in mind one new toy-manufacturing firm that is just now getting into shape to market its product. The line is not as yet extensive but a good start has been made and many good new items are in train for manufacture, some of which will materialize this year and others next year. The efficient manner in which this concern is proceeding gives every assurance that their toys will be much in evidence in the retail stores this year, taking their place with the other Canadian toys which are so secure in the favor of the trade and so deservedly popular with the Canadian people generally.

It will be appreciated by the retail dealers that there is every reason to believe that further important additions to Canadian-made toys will continue to be made. Existing concerns will increase the variety of toys they produce and new ventures will bring out toys of classes not at present made in Canada. The slogan, "Two Million for Canadian-made Toys This Year" will then have to be advanced to a still greater objective.

The toy trade is a live and growing one. The profits are good. The goods themselves are more substantial than in the old days. Toys, consequently, should receive the increasing intensified attention of the merchants selling books and stationery with whose interests toys and games are so closely identified.

BUYING TOYS

"The selection of merchandise to be handled in a toy department" says a U.S. trade paper, is something that is usually not given as much consideration as it deserves. The demand for a particular stock of toys will vary with climatic conditions, local conditions in the city in which the store is located, and a thousand and one other things. As a result, the successful toy buyer must have a thorough knowledge not only of toy stock but of his local community."

Some towns are located in hilly country where coasting on wheel goods is one of the most universal playtimes of the young boys and girls. Other local conditions affect trade in other cities and towns, and for this reason discrimination must be observed as regards toys of a special nature.



Wall case doll displays in the Nixon Store at Moose Jaw, Sask.

Lessons from the West in Doll Displays

How to Promote Prestige for a Store as Headquarters for Toys—A Big Idea Worth Adopting.

THE illustration herewith shows the fine doll displays seen by a representative of Bookseller & Stationer upon a recent visit to the Nixon Bookstore at Moose Jaw, Sask.

Elsewhere in this issue will be found reproductions of photographs of window displays which he obtained along with this one.

It will be observed that made-in-Canada dolls are played up prominently. This naturally appeals to the patriotic instinct of customers, and pleases them by affording proof that Canada need never again look to Germany to supply first class dolls. Several large doll factories are now being operated in Canada and are producing goods that compare favorably with dolls made anywhere in the world.

This method of displaying dolls is one that might well be adopted in other stores, because in the Nixon store the experience is that sales of dolls are greatly multiplied by reason of these effective display cases. It also serves to stamp on the public mind that this store is to be considered in the light of headquarters for dolls. This naturally leads people to associate a general line of toys with the dolls.

It would be well for those book and stationery stores that have not as yet got into the toy business in as large a way as warranted by the possibilities of this line, to adopt some such idea as this and to put it into practice without delay, so as to share in the toy trade harvest of the ensuing season.

It is folly to allow this business to go to dry goods stores and hardware stores, as is the case in some towns. In the majority of book and stationery stores toys are being given better attention than ever before, because of the vastly improved potentialities of the line, accounted for by the higher grade and consequently higher priced items that are now embraced in it.

There are, however, still quite a number of these stores that are lagging behind the procession in this respect. It is up to the proprietors of these stores to seriously consider this question of paying adequate attention to toys. If they will do so, it will be brought home to them that the improvement in this trade in the past half dozen years has been most remarkable and they will then realize that they are missing opportunities every day for profitably increasing their volume of business.

NEW BELTS

The Canadian Leather Products Co., are manufacturing a new line of ladies' belts for wear with the summer sweaters and coats. These are made of cow-hide and come in tan, black, grey and brown. One model has a flat roller buckle like a man's. The harness buckle is also very popular. There is a good demand for the "shoestring" belts in tan or grey with patent leather edges. These belts retail at prices ranging from 20c to $1.00.

Chatham, Ont.—Following a list of new books, Judd, Fraser & Cochrane, in a newspaper advertisement, ran this significant paragraph:

"Wouldn't it be a good plan to pick out a number for Christmas presents while the lists of titles are complete, and you can get exactly what you want? Books go higher in price than they used to be, but not nearly as much higher as most other commodities."

Autograph Stationery for Christmas Offered for Private Greeting Cards

Discussing the new designs in Christmas and New Year cards, postcards, autograph stationery, calendars, gift books and toy books, etc., a leading trade paper of London, Englnad, says: Some specimens are perfumed with pot-pourri, and form a pleasant variety in these artistic cards. Autograph stationery, which has in many cases replaced private Christmas greeting cards, is supplied in numerous designs. These are boxed in half-dozens, with the necessary envelopes. The postcard form of greeting card is also well represented. It is twenty-one years since picture postcards were introduced. The calendars are again notable in variety. This year the monthly date pad is usually suspended beneath the picture, which is supplied with silk ribbon for hanging. The children's picture books and painting books are well produced, a novelty in the painting books being the provision of palettes for color, with directions for obtaining intermediate tints. Altogether these form a highly creditable representation of British enterprise and determination to maintain a reputation built up by years of labor.

NEW HANDBAGS

Manufacturers Busy Turning Out Novelties for Holiday Trade

FALL handbags have surpassed themselves. No feature of utility or beauty has been disregarded, and certainly the most excellent workmanship is in evidence no matter whether the bag be a superb French handmade bead affair or the plainest handstrap leather model of domestic manufacture.

Beaded models are being shown in rich colors which contrast effectively with the lovely new Autumn tints seen in dressier costumes and wraps. For everyday wear, however, the leather bag has the field alone, and with this in view Canadian manufacturers are turning out a commendable range of strong, serviceable bags moderately priced and possessing all the features required in a smart accessory of this type for wear with the street tailleur.

The envelope styles are shown in hand strap styles for Autumn and arm straps for later wear when cold weather requires that a muff or fur wrap be worn. The arm straps are fashioned long enough so that they will slip on readily over the fur coat sleeve or the fur cuffed suit, and leave the hands free to use pockets or muff for warmth. The finger strap bags are particularly smart for immediate wear, and the manufacturers are also considering next Spring for they are already working on novelties for 1921.

A new type of beauty box has been designed by one Toronto leather bag manufacturer for his Christmas trade. The box is made in two sizes and comes with the two styles of straps. It opens up like a miniature suit case, revealing in the top a splendid mirror and pocket for small purse or memorandum. The top is supported when the bag is opened with triangles of leather at the corners so that the side which opens will not fall back so far as to permit the contents to fall out of the body of the box. The entire box is daintily lined and fitted with pockets for toilet articles, but the feature of the box is its splendid roominess and smart new one side opening. Another version of the beauty box which is expected to sell well is a box similar in size and design to the model described above but which opens down from a central frame on both sides. This model is not so practical but is very prettily designed and possesses the added feature of plenty of space. These boxes are being fashioned of Terratin and grain patent in all the new leather shades of brown, gray, purple, blue and black. A few models are being made up in vivid red.

Smart envelope bags are also being newly designed for Christmas sale in brown crocodile, fine goatskin, and patent. Cross grain Persian bags are also being featured in the new shades and flat bags in various outlines are developed from all these fashionable leathers. The bags described will retail between $4 and $7.

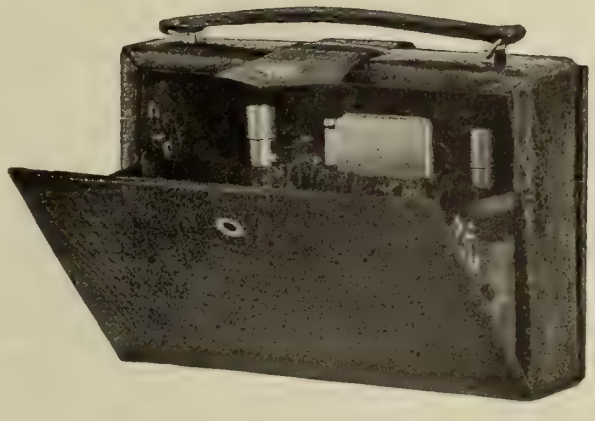
Velvet Models Not Passe

The season is approaching when velvet handbags will be worn again shortly. Retailers who placed their stocks on the counters at sacrifice prices this Summer will now experience regrets, for the velvet bag is back very strong. It would be well for the trade to bear in mind that the velvet bag is a "seasonable" model.

Leather Goods Attractive This Fall



New velvet handbag with old silver frame and handle.



"Cigar box" leather bag which opens on both sides.

As long as the manufacturer continues to turn out new models, purses will sell, for there is no article which women like to have up-to-the-minute more than the shopping bag. What is more, try as the designers will to abandon the large-size purse, it still turns up in some new form, because Milady loves the bag which will carry the one thousand little odds and ends she invariably has with her. The latest bag of this type is one modelled on a small cigar-box. It has an advantage over previous ones in that while all the contents may easily be seen by opening both sides of it, nothing can fall out because of the vents securing it. Small purse and car-ticket case are on one side and toilet articles on the other. This comes in morocco, patent leather, alligator and reed grains. It has found great favor in New York and promises to sell well here.

Velvet For Dress Occasions

This season Miss Canada may wear when out to tea her shopping costume of the morning provided she adds a velvet hand-bag. These bags are shown in plain designs with lovely tassels and in more elaborate styles. One model has the velvet shirred on an old silver frame and handle.

The New Music-Case

One of Toronto's largest leather manufacturers has designed a music-case which should supply a long-felt want. Years ago the round case which curled up its contents like a wiggily worm was supplanted by the flat one; this was an improvement but not all that could be desired. The new model has all the advantages. It folds only once so that the music has just one crease if any and as the amount of leather used is reduced by one-third and only two clasps are needed, the price is considerably lower. There is also a flap at top and a pocket at bottom to hold the contents securely.

THERMOMETERS

A new thermometer is called the Thermo-Vane.

A very thorough study of the thermometer situation by the makers of this new instrument led them to the conclusion that millions of people who need and want thermometers in their homes and places of business have been deterred in the past from purchasing for the reason that the old-fashioned thermometer at best is an unsightly object tending to mar the appearance of any room in which it may be placed. Acting on this theory, they evolved the thermometer mentioned which embodies a hitherto neglected feature, good looks.

All models are surmounted by a convex brass dial 2 in. in diameter, marked for degrees in large, easily-read numerals. The temperature is indicated by a flag rotating on a slender rod, which points to the temperature. Dial and flag are enclosed in a glass case of hemispherical shape, which serves as a protection against dust and rough handling.

Back of all this attractiveness is a real thermometer—highly sensitive and permanently reliable—constructed according to the highest scientific standards, for the makers realized from the beginning that no matter how alluring the new product might be in outward appearance, it would endure in public favor for a very limited period if it failed to make good. So sensitive is the Thermo-Vane that a mere breath causes the flag to record an increase in temperature, while the opening of a window in winter instantly causes it to travel toward the opposite end of the scale.

BRUSHES

We hear much these days of the shortage of material in practically every line of business; this is the basic reason for the unreliability of deliveries. In the manufacture of brushes over 7,000 different articles are used, covering the different shapes, sizes, etc. Considerable waiting is experienced on the producers, and naturally this affects the output and indirectly the deliveries. According to wholesalers the retailers are buying earlier and in larger quantities than before.

Continued prosperity depends on the ability of the manufacturer to procure material and labor at reasonable rates. Most of the articles used in the manufacture of brushes come from China, Japan and other eastern countries, and the labor conditions in those countries are as bad as here. No immediate decline in prices is expected.

St. John, N.B.—W. H. Thorne & Co. have been running some good publicity in the newspapers, drawing attention to their stock of Canadian, English and American toys, including dolls, electric experimental outfits, electric and clockwork trains, educational toys, toy books, etc.

TOYS FROM SCRAP MATERIAL

Canada's production of toys could be very materially extended if various manufacturers of other lines were to investigate the possibilities of turning present waste material to use in this direction. This applies to toys of wood, of tin, of leather, of cloth, and of other materials. Consider for instance, the possibilities of diverting scrap tin to toy making. Scraps of tin provide ideal material for making wheels for toys, toy tea sets, parts for mechanical toys, clockwork gear wheels, discs for teddy bears, and many other items. Some large factories have for several years been thus devoting what was formerly waste, to by-products in the toy trade, and where these side lines have had adequate attention, they have prospered. There is room for many more such undertakings in this country, and the toy requirements of the home market are sufficient to make such steps profitable.

TISSUE HAIR RIBBONS!

Here is a new outlet for tissue paper sales:

Fredericton, N.B.—The girls of the Fredericton High School, in order to cut the high cost of living, have stopped wearing silk and satin hair ribbons and substituted tissue paper ones. Friday afternoon when they made their appearance in one of the class rooms they were reprimanded by the teachers, who made them report to the principal, Dr. Foster, who, on hearing the girls' story, said they might wear the paper ribbons during school hours so long as they did not become conspicuous or provoke disorder. After school the girls marched down the main street in a body with paper ribbons of all colors of the rainbow. The fad has spread to the other schools in the city as well.

PHOTO CONTEST

As a means of boosting the sales of cameras and photo supplies, a Kitchener stationer conducted a prize contest for amateur photographers. For weeks interest was kept up in this contest by the display of photographs that were entered, by showing the really fine prizes that were offered and by newspaper advertising, such advertising being considerably augmented by the news interest of the contest which induced the papers to include many items relative to this contest as they cropped up from day to day.

The contest had the effect of interesting many additional people to join the ranks of camera devotees, and naturally this store got the greater proportion of such sales. The flagging interest of others was aroused, inducing them to look up snaps that they thought might win a prize and to buy the necessary supplies to resume the hobby. It also promoted many sales of the higher priced cameras to replace the "Brownies" or "Buster Browns" with which so many amateurs begin.

A NEW WALL
FOR
THE
OLD

Our Wallpapers rival the rainbow in variety of designs and beauty.

Suggestion for Window Card.

WATERMAN'S NEW FACTORY

On Sept. 26th, H. L. Symonds, of the London Chamber of Commerce, officiated at the opening of the new factory for the L. E. Waterman Co., Ltd., at St. Lambert.

In honor of the occasion several prominent men from various quarters of the Empire were the guests of the company at a luncheon at the Country Club. Besides these guests the following officials of the L. E. Waterman Co. were present: F. D. Waterman, president; W. I. Ferris, vice-president; Walker Randal, director; F. G. McConnell, secretary, and D. J. Spence, architect.

Features of the luncheon were the address by Mayor Gordon, on behalf of St. Lambert; the presentation of a gold fountain pen to Mr. Waterman, and the address by Dr. Desaulniers, M.L.A.

The factory was opened formally by Mr. Symonds during the afternoon in the presence of a large crowd.

NEW PENCIL ASSORTMENT

The Broadwalk pencil assortment is the latest addition to the Dixon pencil line. Quite an atmosphere of Atlantic City is created by the reproduction in miniature of the promenading crowd of summer resorters and of ocean waves below. The assortment is made up of rubber-tipped pencils, some with the patent wedge eraser tips. The outfit is a most creditable one and will make an attractive window or counter display piece.

AUCTION UP TO DATE

From the John C. Winston Co., comes a copy of Milton C. Work's new bridge book, "Auction Methods Up-to-Date." The work is a most exhaustive one and has been edited by a specially appointed committee of the New York Whist Club, which is the premier organization of its kind in the U. S. It is the belief of these experts that there will not likely be any revision of the rules of the game for a number of years, which of course enhances the life and value of this new work. The book contains much that will benefit all classes of players.

WELDON ROBERTS
Rubber Erasers

Many dealers who insist upon handling only goods of high quality are quite satisfied to confine themselves to selling our line of erasers only.

They satisfy—There are 88 Styles.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

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A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

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Canadian Pad and Paper Co., Limited

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Manufacturers of

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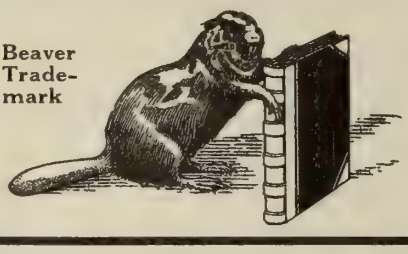


DOMINION LOOSE SHEET HOLDERS

The three types of Sheet Holders illustrated above are important members of the Dominion Line. The first type has a capacity of about 150 sheets and is adapted for the Office Desk, being especially convenient as a binder to contain current subjects for ready reference. The second type is both strong and durable and is adapted for use where one side of a leaf is to be written upon. The last type is made of aluminum, strong, light and rustless, especially adapted to out-door use. Stock these three "made-in-Canada" books.

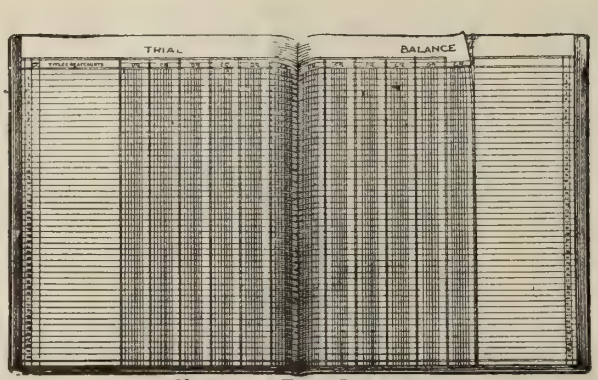
Sold Only to Dealers

Beaver Trade-mark

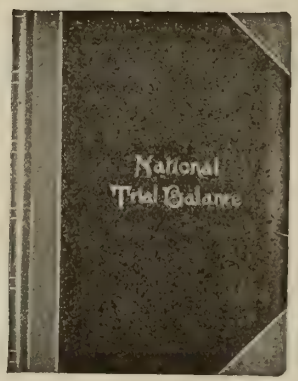


Dominion Blank Book Company
Limited

BERTHIERVILLE, P.Q.



NATIONAL TRIAL BALANCE



NATIONAL TRIAL BALANCE BOOKS

The stationer who stocks these Trial Balance Books will have permanent and profitable sales, as they fill a specific need in every office. The experienced bookkeeper or accountant who takes a trial balance at the end of the month will fully appreciate the superiority of the National Trial Balance Books. They take the "trial from balancing." These books have a conveniently arranged form and cut leaves which reduce the work to a minimum.

NATIONAL BLANK BOOK COMPANY

HOLYOKE, MASSACHUSETTS

The WRITE of Way

Meaning — "Gangway! Make way for the MODERN Pencil."

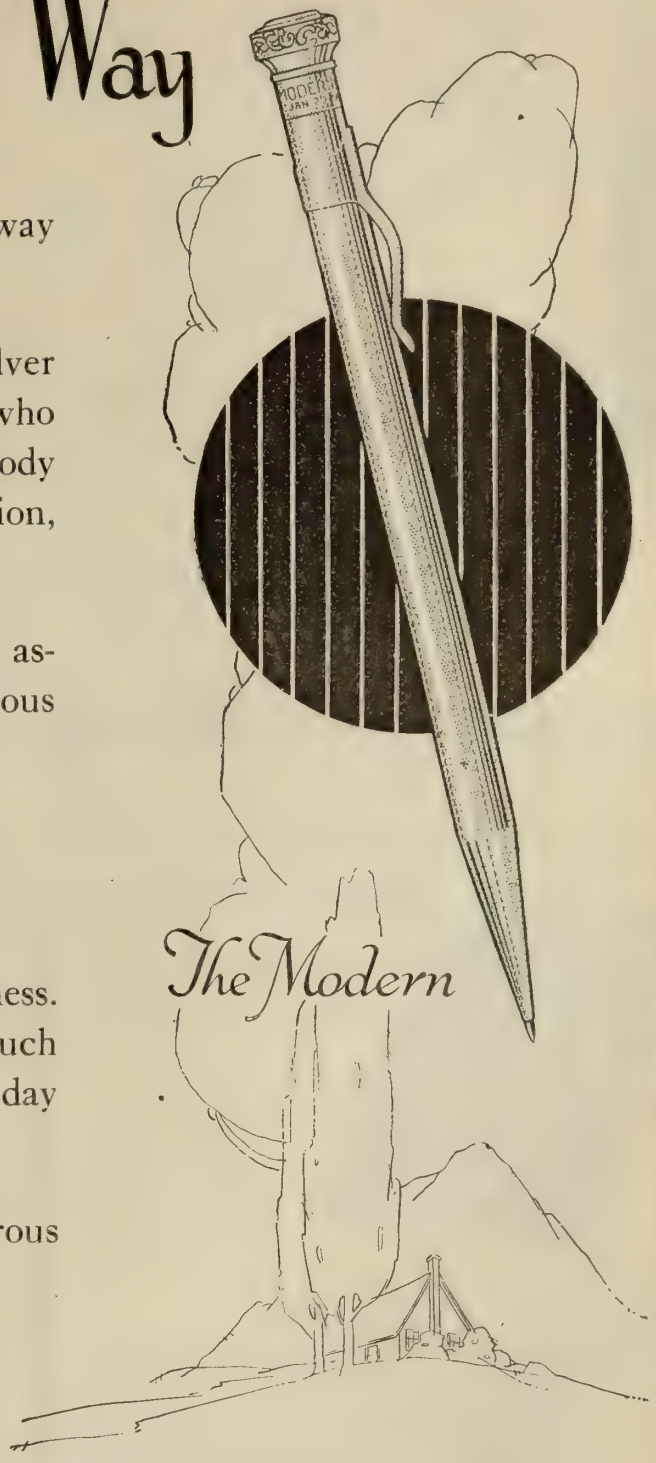
The MODERN has a beautiful silver finish. Made for everybody who writes, and to sell at a price everybody can pay. It's simple in construction, because of fewer parts.

The MODERN is the pencil that assures quick turnover and generous profits. But best of all, it's

Ready for Immediate Delivery

You need this pencil in your business. Our manufacturing facilities are such that we can make shipment the day your order is received.

Sold only to the trade with generous discounts for quantity purchases.



The HOGE MANUFACTURING CO., Inc.

215-217 Fulton Street **New York City**

Canadian Representative:
A. J. McCRAE
23 Scott St., Toronto, Canada

Obtainable from Canadian Jobbers

The Pen with the Magic Button



DURING the coming Xmas Holiday season, there is certain to be an even greater demand for this popular

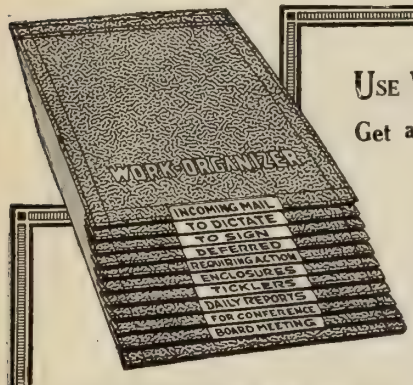
"A.A." Fountain Pen

Filled by a mere twist of the wrist, this famous Self-Filling Fountain Pen sells readily at popular prices.

Trade discounts and information on special assortments upon request.

MODERN PEN COMPANY

533 Canal St. New York City



The illustration above shows how Work-Organizers look. The one below shows how they are used. Fifteen styles. Illustration shows the No. 332, letter-size 10 pocket, Black Seal Grain Fabrikoid, $5.25—one of the most popular styles. Same Size genuine leather cover, $15.00. Paper cover, $1.90.

USE WORK-ORGANIZERS

Get a Grip on Your Work

Of course every executive says he has a Grip on his work, but Work-Organizers make it easier.

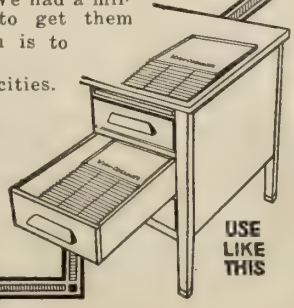
It's really a pleasure to have your desk organized the Work-Organizer way. It helps a desk man to do more work — easier.

Most of the 75,000 offices now using them started with the big boss. After solving his own littered desk problem and clearing his own desk for action, he saw the possibilities of stopping the "sorting and re-sorting" waste on all desks. That's why they spread from desk to desk until thousands of offices use them all the way through, one to six in a desk.

Been on the market six years. We had a million manufacturing problems to get them right, but now the big problem is to make them fast enough.

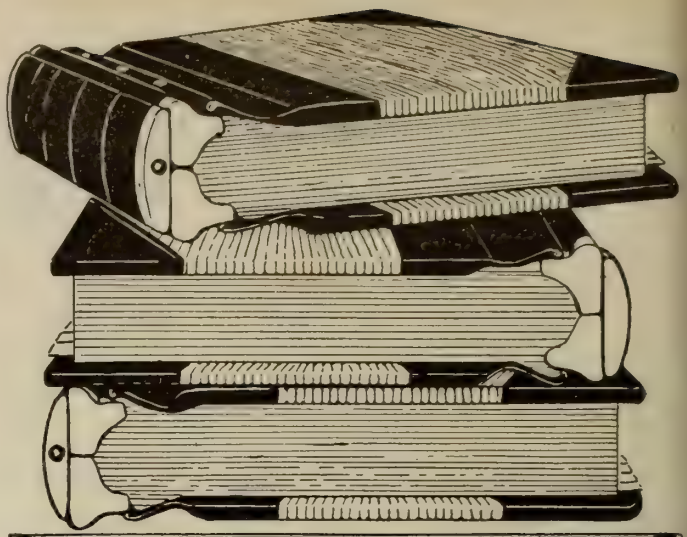
1200 Stationers sell them in 500 cities. Sold only through dealers.

Look for the Work-Organizer bulletin, "How to Organize Desk Work," in each one.



Work-Organizer Co.

725 West Grand Boulevard Detroit, Mich.



Standard B&P Loose Leaf Devices

and Blank Books

THE LINE OF 10001 NUMBERS

&

The same care and quality that has distinguished B & P products for 80 years, enters into the manufacture of our Loose Leaf Devices

Sold only through dealers

Standard B&P Blank Books and Loose Leaf Devices

BOORUM & PEASE CO.
NEW YORK



"No Time to Lose"

Big Business this Christmas

Dealers are well-advised to make the UTMOST of this year's Christmas business! Never before was money spent as freely as now. There are tremendous sales possibilities in the Waterman's Ideal Fountain Pen as a quality gift at $2.50 and up.

Order Early and Order Enough

With our factory facilities trebled, we hope to meet all requirements, but it will be an oversight on any dealer's part who finds himself, at the height of the Christmas rush, with his stock of the most popular lines of Waterman's Ideal Fountain Pens exhausted.

The thing to do is to order enough, and to place orders in plenty of time!

L. E. Waterman Company,
LIMITED
179 ST. JAMES STREET, MONTREAL
(Factory : St. Lambert, Que.)

Waterman's Ideal Fountain Pen

LUCKETT'S
STERLING
— LINE —
MADE IN CANADA



LEDGERS

Every business MUST keep books.

There never was a time when the demand for Loose Leaf Ledgers was as great as it is to-day.

NOVEMBER DECEMBER JANUARY
THE THREE BIG LEDGER MONTHS

IS *YOUR* STOCK ORDERED?

Remember the man who has the goods on hand gets the business.

OUR ASSORTMENT IS COMPLETE
NINE STYLES

LUCKETT LOOSE LEAF, LIMITED
TORONTO

ROLLAND PARCHMENT

Note Paper and Envelopes

For personal stationery, whether plain, engraved, or embossed, Rolland Parchment is exceptionally fine. Its Parchment finish and pure whiteness make a strong appeal to discriminating buyers.

Note Paper is packed in attractive ¼ ream (125 sheets) boxes in the three sizes—

Baronial, Empress, Small Octavo
Envelopes to match are packed in boxes of 100

Also put up in a splendid assortment of papeterie boxes.

Carried in stock by wholesalers throughout the Dominion. Let us send you samples.

The Rolland Paper Co., Limited
Montreal, Canada

The "R Shield"  **Watermark**

Guarantees "Rolland Quality"

A Simple Way to Cut the Cost of Travelling Salesmen

The salesmen who are compelled to fertilize, plow, sow, harrow and cultivate their fields, can not compete with the salesmen who spend the bulk of their time harvesting.

To keep a good salesman on the road to-day, costs more than ever before, and to deprive him of the advantage of Business Paper advertising is equivalent to demanding that he walk from city to city to save car fare. It's a net loss to both the salesman and the employer.

There is a Business Paper in each field of trade and industry which can do the preparatory work of cultivation more quickly, and at less cost than salesmen, thus multiplying the efficiency of the salesmen by permitting them to confine their efforts to harvesting.

There is no guesswork or theory about this—thousands of concerns are daily demonstrating its truth.

Business Paper advertising calls on the real buyers in your field and **your field only.** It is assured of an audience because it is contained in a paper edited wholly in the buyer's interest, which he needs, wants and pays for.

You who have discovered the benefits of specialization in production and in personal selling, need no argument to appreciate the opportunity for Specialized Advertising afforded by Business Papers.

What "A.B.P." Means to Advertisers.

Only papers subscribing to the Associated Business Papers' Standards of Practice are admitted to membership. These standards are unsurpassed in any field and cover every department of publishing **in addition** to certified circulation.

Maclean Publications All Members

The following is our list of trade and technical publications, all of which are members of the Associated Business Papers:

Weekly—
Hardware and Metal
Canadian Grocer
Financial Post
Druggists' Weekly
Canadian Machinery

Semi-Monthly—
Maclean's Magazine
Farmers' Magazine
Power House
Sanitary Engineer

Monthly—
Dry Goods Review
Men's Wear Review
Bookseller and Stationer
Canadian Foundryman
Marine Engineering
Printer and Publisher
Canadian Motor, Tractor and Implement Trade Journal

The MacLean Publishing Company, Limited

Toronto **Montreal** **Winnipeg** **Vancouver** **London (Eng.)**

THE

Meilicke

DICTAFORM



Price Range $10 to $45

Present Conditions Demand That You Apply Economy and Greater Efficiency To Your Business Methods

The DICTAFORM is a letter writing system which will practically automatically answer your routine correspondence and with *original* letters. It is a system which will save you and your stenographers the time wasting, expensive and monotonous grind of constant repetition of dictation.

The DICTAFORM is equipped with copies of your own letters. Your best efforts — sales arguments which bring in orders — collection letters which get action on old accounts — ideas for use in your advertising — data of every sort used daily in routine work. Material which you have prepared after careful consideration and should have at your finger tips for instant reference.

You should use your most convincing arguments over and over, day after day in your dictation. Don't waste time constantly repeating them. The Dictaform with an index classified to meet your special needs — loose-leaf, hinged and tabbed cards, containing copies of your most forceful letters and special paragraphs, will save you money every time it is used.

DEALERS

Learn more about this new dictating system. Its efficiency and economy will appeal to every one of your customers.

Examine a DICTAFORM; try it on your own work and you will understand why it is used and highly recommended by many of the largest concerns in the country.

Meilicke Calculator Company

Makers of Time and Money-Saving Office Devices

J-362 North Clark Street Chicago

CRAYOLA

GOLD MEDAL CRAYONS FOR EVERY USE

Gold Medal CRAYONS

Best results can be secured *only* with the best materials

Ability counts for much, but whether it be the child in the kindergarten, student in school, amateur or professional artist, smoothly working crayons breed a desire to do best work always.

"CRAYOLA" stands supreme in the field of Artists' and School Drawing Crayons.

In point of convenience, cleanliness and economy, "CRAYOLA" is far superior to water colors for color work in schools. For stenciling "CRAYOLA" is unsurpassed.

"CRAYOLA" comes in twenty-four different colors, absolutely permanent and brilliant. No mixing required. Each stick of color is paper wrapped, clean and compact — always ready for use.

"CRAYOLA" gift boxes should be ordered now to reach you in time for the holiday trade.

BINNEY & SMITH CO.

81-83 Fulton St., New York City

Send for latest catalogue. We are continually adding to our line and while we try to keep the trade informed of new numbers, you may have been missed on just the thing you want. Samples gladly furnished on request.



Gilt Edge Securities

There is no room to-day on your shelves or in your warehouses for merchandise which does not represent one hundred cents on the dollar in turnover value.

Carter Ink Products are gilt-edge securities. They pay good dividends. They never fall below par and they are marketable at any time without sacrifice.

We could not offer you a better suggestion than that, so far as it is humanly possible, see that every individual item you put into your stock meets these specifications.

THE CARTER'S INK COMPANY
Mount Royal Avenue and Drolet Street
MONTREAL, QUEBEC

DO YOU KEEP A BUSINESS SCRAP-BOOK?

A COLLECTION of selected advertisements from the different papers throughout Canada would be a source of information you could use continually.

50 ADVERTISEMENTS will start a scrap book that will contain the best samples of Booksellers' and Stationers' advertisements and be a real business help in preparing your ads.

AS A LIVE RETAILER you would want to keep in your scrap-book other good retail advertisements in order to get ideas and compare prices. All articles affecting the retailer should be of value to you.

CANADIAN PRESS CLIPPING SERVICE

143-153 UNIVERSITY AVENUE, TORONTO

VENUS PENCILS

17 Black Degrees
6B softest to 9H hardest
and
hard and medium Copying
All perfect



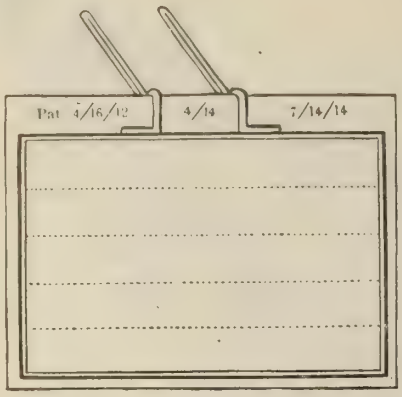
VENUS Pencils are recognized the world over, both by professional people and the general public, as superb *quality* goods. For either drawing, drafting or general pencil work they represent Perfection in the highest degree.

Some one of the 17 black degrees of the VENUS Pencil will suit each of your customers exactly, whatever his or her occupation.

The Largest Selling Quality Pencil in the World

STOCK UP—be ready for the fall trade. You will make no mistake in doubling your last year's order, and remember we make a complete line of pencils, penholders, rubber erasers, etc., including the well known Blue Band Velvet Pencils.

American Lead Pencil Co.
220 Fifth Avenue, New York
and London, Eng.



MARKING TIME

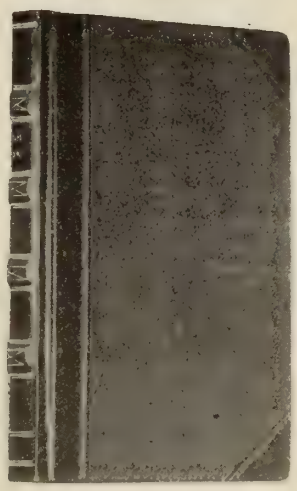
Are you prepared to fill your customers' needs on Pin Tickets? This is Marking Time for Fall Merchandise. Supply the demand with Noe-sting Harmless Pin Tickets.

Immediate Deliveries

Noesting Pin Ticket Company, Inc.

World's Largest Manufacturers of Paper Clips, Pin Tickets and Thumb Tacks

Mt. Vernon, N.Y.



Line 25

BLANK BOOKS

IN ALL

RULINGS AND BINDINGS

Line 25

Bound Imitation Red Russia Leather back and corners, raised bands, heavy black cloth sides, gilt finishing. One of our best sellers. Have you placed your order?

Manufactured and Sold by

W. V. Dawson, Limited

MONTREAL AND TORONTO

A STITCH IN TIME

The "Stitch in Time" you take to-day
Is better far, in point of "cost,"
Than that unsatisfactory way
Of "making up" for time that's lost;
Then "take Time by the forelock" NOW—
You Gift-shop, Store and Fancy traders;
Let COUTTS, Toronto, show you how
To boost "CARD" sales with his "first-aiders."

Try COUTTS for CARDS of solid worth,
In sentiment and in design,
Where Friendship, Joy, Good Cheer and Mirth
Just bubble up in every line;
Whose prose and verse, refined and terse,
Express the very thought you want to;
To say the *least,* you might do worse
Than buy your cards from COUTTS, TORONTO.

CARDS for All Seasons of the year,
COUTTS cordially submits to view,
And "Friendship," "Sympathy Sincere,"
"Vacation," "Birthday," "Wedding," too;
"Reminder," "Uplift," "Mother's Day,"
With Poems brief by budding bards—
Then write to COUTTS without delay,
"A STITCH IN TIME"—sells many CARDS!



COUTTS GREETING CARDS

William E. Coutts
145 Adelaide St. West
Toronto

Member of the Greeting Card Association







A Silent Salesman that brings in Business

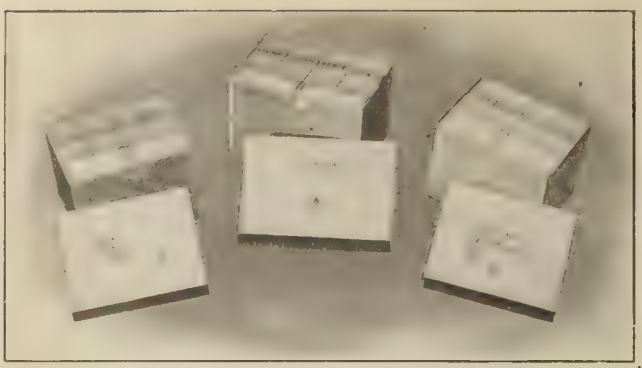
is this attractive display stand.

Put in a conspicuous place it draws attention that will subsequently mean profit to you.

The youngsters during their play hours frequently require pencils and this medium of advertising is sure to bring results as the stand, illustrated here, is in colors.

Cane's pencils are "Canadian Made"—no duty or exchange to pay.

The Wm. Cane & Sons Company
NEWMARKET, ONT.



If You Buy Ream Goods

You Will Be Interested in

CRANE'S STANDARD

Four or Five Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets — 5 sections of letter size — to each package of envelopes and charging ¼ of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of ¼th reams and ⅛th M in a huge variety of sizes, in quantities of not less than 5 reams and 2½ M.

Canadian funds accepted at par.

MADE IN BERKSHIRE — EATON, CRANE & PIKE CO. — REG'D — U.S.A.

EATON, CRANE & PIKE COMPANY

New York *Pittsfield, Mass.*

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

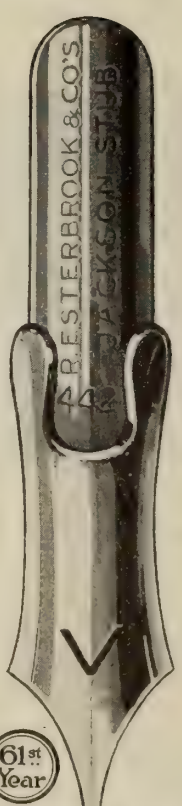
- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.



61st Year

Esterbrook
Jackson Stub No. 442

The Reputation of Esterbrook Pens is based on Excellence of Performance

When you, Mr. Dealer, show a customer a comprehensive assortment of Esterbrook Pens, in one of the Esterbrook Counter Display Cases, he is sure to be satisfied with the service. And, he's sure to be satisfied with the pen he selects. A satisfied customer is a strong asset for you.

Write us about the new counter display cases and signs—Esterbrook Pens.

THE ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET
CAMDEN, N. J.

Canadian Agents: Brown Bros., Ltd., Toronto, Canada

Esterbrook Pens "Easiest to sell!"

De Luxe Line

COLUMNAR PADS

For General Accounting and Statistical Reports

Now in Stock Ready for Shipment

White Ledger Paper
Canary Bond Paper

Wrapped in Packages of five Pads. No orders accepted for less than a Package. Each Pad contains 50 leaves and cover.

Columnar Pads—White Ledger Paper

Stock No.	Size	Ruling	Price Per Pad	Price 100 Pads
6004	8½x12	Ruled 4 Columns with Name Space	$0.70	$64.00
6007	8½x12	Ruled 7 Columns without Name Space	0.70	64.00
6011	17 x12	Ruled 11 Columns with Name Space	1.40	127.50
6014	17 x12	Ruled 14 Columns without Name Space	1.40	127.50
6018	25½x12	Ruled 18 Columns with Name Space	2.10	191.50
6021	25½x12	Ruled 21 Columns without Name Space	2.10	191.50
6025	34 x12	Ruled 25 Columns with Name Space	2.80	255.00

Columnar Pads—Canary Bond Paper

Stock No.	Size	Ruling	Price per Pad	Price 100 Pads
6104	8½x12	Ruled 4 Columns with Name Space	$0.45	$40.00
6107	8½x12	Ruled 7 Columns without Name Space	0.45	40.00
6111	17 x12	Ruled 11 Columns with Name Space	0.90	80.00
6114	17 x12	Ruled 14 Columns without Name Space	0.90	80.00
6118	25½x12	Ruled 18 Columns with Name Space	1.25	112.50
6121	25½x12	Ruled 21 Columns without Name Space	1.25	112.50
6125	34 x12	Ruled 25 Columns with Name Space	1.65	150.00

Wilson-Jones Loose Leaf Company

3300 Franklin Blvd., CHICAGO *316 Hudson St., NEW YORK*



Sell Playing Cards to the readers of these great National Magazines!

CONGRESS Playing Cards

These exquisite decks—with their beautiful art backs, gold edges and telescope cases — practically sell on sight. Place them where they can be seen. You will be surprised how many you will sell to customers who come in for other items.

REVELATION Fortune Telling Cards

Our advertising has already made Revelation the most popular fortune telling deck on the market—and we are going to continue featuring them in every advertisement the coming season. If you haven't Revelation Cards in stock, better place your order now.

MORE people are learning to play cards every day! Regular card players are playing more than ever! The demand for playing cards is constantly growing!

Bicycle advertising is taking advantage of this condition —and pushing it along. Striking half-page displays are appearing in The Saturday Evening Post every fourth week the year round. Page-dominating advertisements will appear in the Red Book, Literary Digest, Cosmopolitan and American throughout the fall, winter and spring.

All this means more card sales for the wide-awake dealers who are prepared to handle this business. A stock of Bicycle Playing Cards, Congress Playing Cards, Revelation Fortune Telling Cards, and a supply of Official Rule Books is all you need to add some nice extra profits. Small investment—quick turnover—and practically no bother. Order your supply now from your jobber.

Tie your store to our national publicity by featuring Bicycle Cards in your windows. Write for free display material.

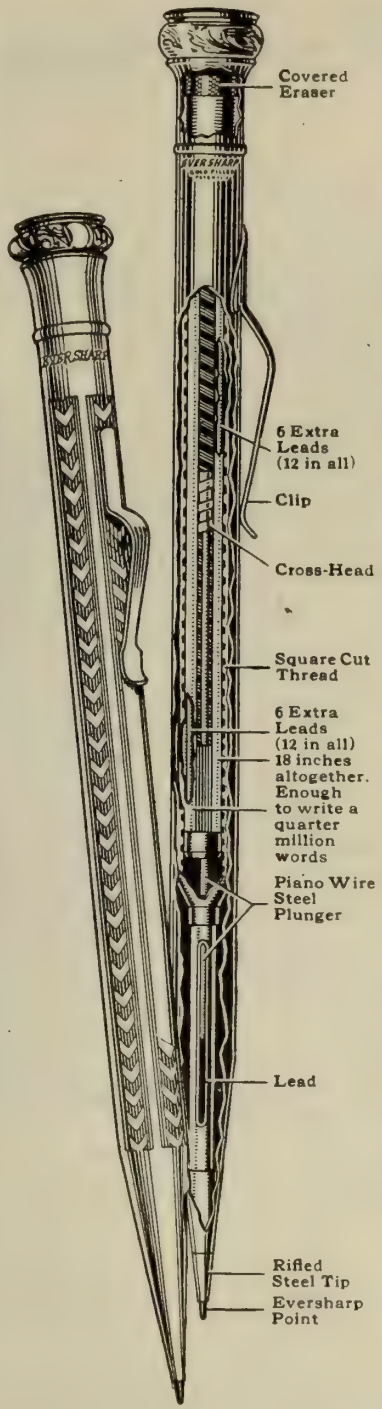
The U. S. Playing Card Company
Dept. 4 Cincinnati, Ohio, U. S. A. or Windsor, Canada



The demand for these two popular Bicycle backs—Rider and Club—will be even larger this year than in the past, as we are going to feature them in the magazine advertising. Check up your stocks of these two backs now, and place your order at once.

BICYCLE PLAYING CARDS

Sell Eversharps to Everybody



Among all sorts and conditions of people Eversharp, always sharp yet never sharpened, is the favorite writing instrument.

It is in the vest pocket of the bank president and of the college boy; in the hand-bag of the society matron and of the high school miss.

And it is rapidly being adopted as the standard office pencil of large organizations; not infrequently, purchasing agents place good-sized orders with local Eversharp dealers.

Convenient, beautiful and economical, Eversharp is priced to appeal to all classes—you can sell it to practically everybody in your community.

Make note also of the steady repeat business from Eversharp Leads, leads with a fineness, firmness and smoothness all their own, leads made specially for Eversharp.

For Eversharp catalog and interesting sales literature address Canadian representatives:

Rowland & Campbell, Ltd.
Winnipeg, Manitoba

Consolidated Optical Co.
Toronto, Ontario, and Montreal, Quebec

The symbol of perfect writing—the mark of Eversharp Pencil and Tempoint Pen

EVERSHARP

The name is on the pencil

Made and Guaranteed by

THE WAHL COMPANY, Chicago



Go to Goes for

Stock Certificates
Both Regular-Litho and Steel-Litho Designs
Stock-Certificate Binders
Bordered Blanks
Diplomas — Certificates of Award
Bonds — Mortgage Notes
Charters — Insurance Policies
Marriage Certificates and Licenses

Bound and Loose-Leaf Corporation Record-Books

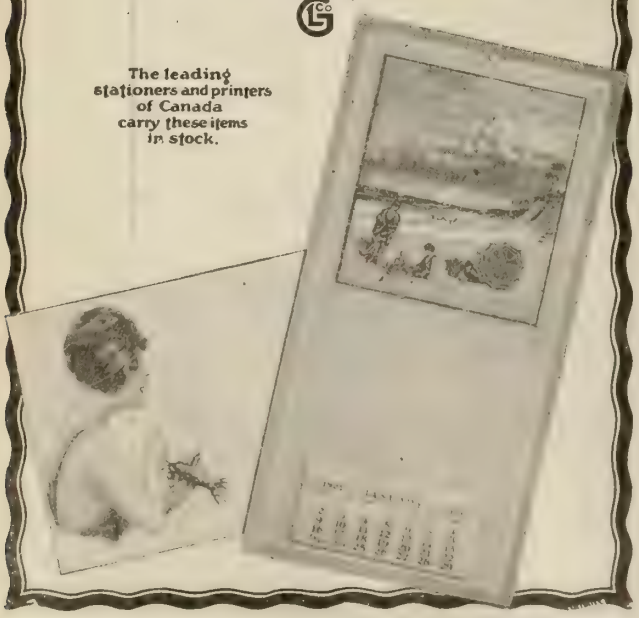
Lithographed Calendar Pads

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company
41 West 61st Street
Chicago

The leading stationers and printers of Canada carry these items in stock.



A Tribute To Development

A splendid recognition of the work done by business papers in furthering advertising and merchandising has come in the election of Mr. C. A. Otis, publisher of "Finance and Industry," to the high post of President of the Associated Advertising Clubs of the World.

His election to this coveted position is a tribute to the section he represents—the business, financial and technical papers that have played such a part in the development of advertising and merchandising for many years.

It recognizes that business papers are leaders of progress in their respective industries. By their editorial contents they automatically select the men in each industry whose words carry the weight of buying authority.

Business paper advertising has developed because for a judicious expenditure of money, you reach a circulation of tremendous buying power which is being taught by the publication itself to want the very products advertised.

In the election of Mr. Otis the whole advertising and business fraternity joins in a tribute to the development and service of the business press of America.

THE MacLEAN PUBLISHING COMPANY, Limited
Toronto, Montreal, Winnipeg, Vancouver
London, Eng.

Publishers of
The following specialized trade newspapers:

Weekly	Monthly
Hardware and Metal	Bookseller & Stationer
Druggists' Weekly	Men's Wear Review
Canadian Grocer	Dry Goods Review
Canadian Machinery	

Bi-Monthly
Sanitary Engineer

A Clear Profit of $63.58

For the Dealer Selling French Organdie Stationery

As well as making a highly satisfactory profit—over 75 per cent.—has the pleasure of knowing that he has sold his customers stationery which is thoroughly appreciated. This means additional net profit as satisfied customers become permanent customers.

Prove This for Yourself

by ordering the assortment listed below and secure with it (free of charge) this beautiful four-piece window trim.



Papeteries

6 Elite size	at 35c. each,	retails 60c.
6 Princess size	at 38c. each,	retails 65c.
6 Empress size	at 38c. each,	retails 65c.
6 York size	at 38c. each,	retails 65c.
6 Marquess size	at 38c. each,	retails 65c.
6 Club size	at 52c. each,	retails $1.00
3 Corresp. Card (plain)	at 46c. each,	retails 75c.
3 Corresp. Card (gilt)	at 57c. each,	retails $1.00

Note Papers

1 Ream Elite size	at $2.80,	retails $5.00
1 Ream Princess size	at 3.60,	retails 6.25
1 Ream Empress size	at 3.60,	retails 6.25
1 Ream York size	at 3.60,	retails, 6.25
1 Ream Small Oct.	at 3.60,	retails 6.25
1 Ream Large Oct.	at 4.20,	retails 7.00
1 Ream Club size	at 5.50,	retails 9.75

Envelopes

½ M. Elite size	for $3.13,	retails $5.50
½ M. Princess size	for 3.60,	retails 6.30
¼ M. Empress size	for 1.80,	retails 3.15
½ M. York size	for 3.60,	retails 6.30
¼ M. Marquess size	for 1.80,	retails 3.15
½ M. Small Oct.	for 3.60,	retails 6.30
½ M. Large Oct.	for 4.20,	retails 7.50
½ M. Club size	for 4.95,	retails 8.75
¼ M. Misses' Vis. Cards	for 2.63,	retails 4.50
½ M. Ladies' Vis. Cards	for 2.63	retails 4.50

Tablets

10 Note size at 15½c., retails 25c. 10 Empress size at 28c., retails 50c.
10 Letter size at 29½c., retails 60c

Write our nearest branch to-day.

Barber-Ellis Limited

TORONTO BRANTFORD WINNIPEG CALGARY VANCOUVER

Sell
The Financial Post

MANY of your customers want the weekly newspaper for business men and investors.

YOU can handle this without difficulty, and at a satisfactory profit. Write us for our dealer's proposition.

Show The Financial Post, and watch it draw the most worth-while customers to your store.

The Financial Post

143-153 University Avenue, Toronto

CHRISTMAS TOYS
DOLLS, GAMES, FANCY GOODS



OUR line of Holiday Goods is now at its best, and we strongly urge dealers to order early while stocks are complete.

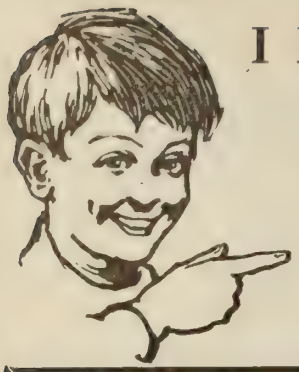
Your Christmas display will not be complete without a good assortment of Toys, Dolls, Games, Toy Books, Decorations, Novelties.

Write for copy of our new catalogue, now ready

NERLICH & CO.

146-148 FRONT ST. WEST, :: TORONTO

WINNIPEG :: MONTREAL :: QUEBEC



I Built This Dandy Derrick With MECCANO

It's Loads of FUN!

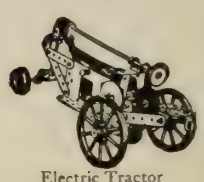


$1250 GIVEN IN PRIZES FOR BUILDING MODELS

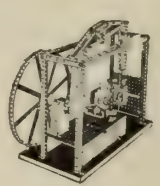
You Can Build Hundreds Of Fascinating Models

WITH Meccano you can build hundreds of fascinating models in shining steel and brass, and, with your Meccano Motor, make them run like real machinery. Say, but it's loads of fun! Think of building a Crane that lifts weights and swings them anywhere at a touch of your hand —an Electric Locomotive that pulls a train—a Lighthouse with lights that flash red and white. Yet you can easily build these and countless others just as interesting.

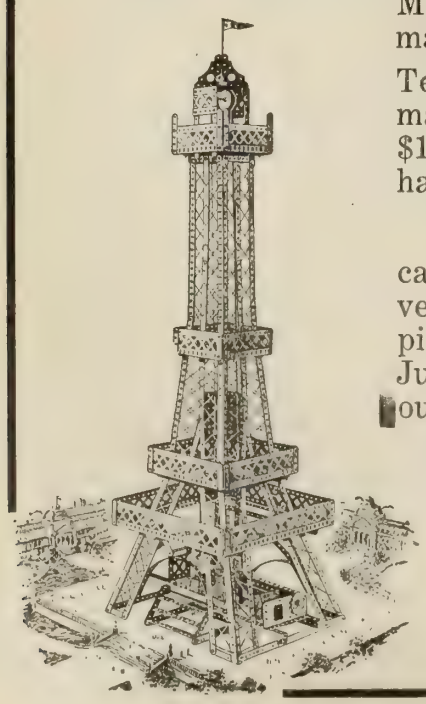
You can have a new toy every day. The more you build, the more you **can** build. You don't have to study a bit. Read the simple instructions and the fun is on!



Electric Tractor



Beam Engine



Meccano building is a glorious, absorbing, manly sport for every day in the year.

Tell Dad you must have Meccano for Christmas. Outfits may be had at prices from $1.50 up to $40. Ask your dealer. If he hasn't Meccano, write us.

Boys, Send for FREE XMAS BOOK

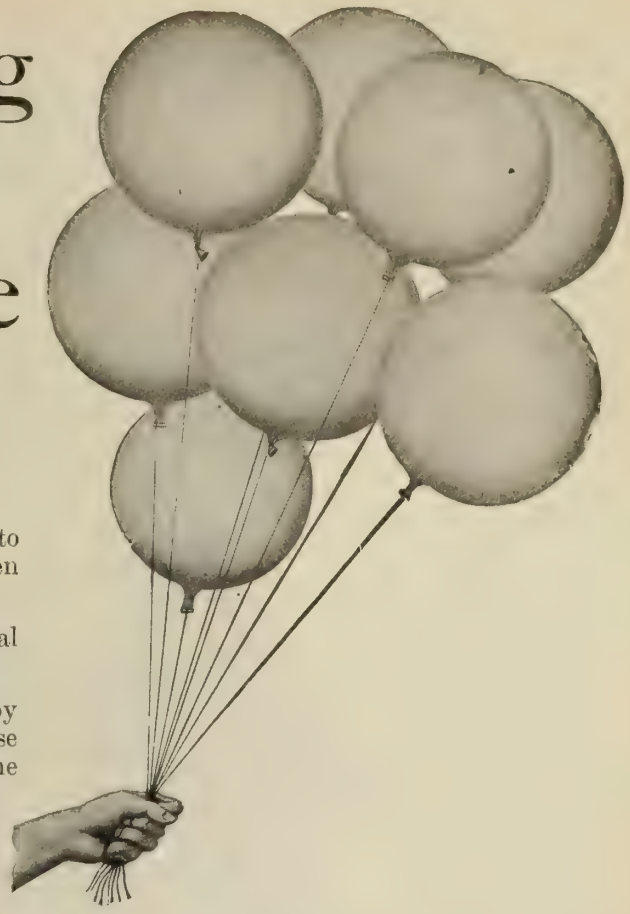
called "Meccanoland." Contains the inventor's own story of Meccano and over 50 pictures of models and boys building them. Just the thing to help you and Dad to pick out your Xmas gift. Get **yours** early!

Dealers handle Meccano. It is British made and duty free. Get prices and also details of advertising help.

MECCANO COMPANY, INC.
Division Z, 71 W. 23rd Street
New York City

MECCANO
Toy Engineering for Boys

Stop Trifling With A Big Line



READ THIS

When Balloon business was confined to two or three numbers, sales were small even though they were numerous.

To-day this business shows scope for real merchandising on a big scale.

The Eagle Company manufactures Toy Balloons exclusively. The range is immense and gives every scope for heavy sales in the total.

There are, roughly, five divisions of this trade—you can cash in on every one of them.

No. 1 division includes

A—Air and Gas Balloon, 12 sizes, inflating 4 to 36 inches dia.
B—Airship Balloon, 6 sizes, inflating 12 to 30 inches in length.
C—Valve Balloon, long and round shape; 25 sizes.
D—Sausage Squawker Balloon, assorted colors; 5 sizes.
E—Round Squawker, assorted colors; 11 sizes.

No. 2 division includes
(These are practically toy items)

F—"Baby Squawk," length 9 inches over all.
G—Jumbo Squawker, assorted colors; length 9 inches over all.
H—Bagpipe, four note; 9 inches over all.
I—Bagpipe, three notes; length 5½ inches over all.
J—Bagpipe Four Note tone pipe, single note Drone, each in box.
K—Watermelon Balloon, inflates 30 inches long.

No. 3 division takes in all lines Balloons suitable for advertising.

No. 4 division includes Balloons for all Seasons, Hallowe'en, Thanksgiving, Xmas, New Year's, Easter, Valentines.

No. 5 takes in assortments of 1 gross regular lines $7.50 each trade and No. 10 is ½ gross Bagpipe styles, $7.50 each trade. Also assortment No. 50 (for selling over counter like a game to individuals) of four large type Squawkers and Bagpipes. Trade price $7.20 dozen.

Jobbers should appreciate the chance for ready sales herein. Write us to-day for catalogue and full particulars. All orders sent mail for assortments can be sent on two days' approval.
Retailers—Get ready for Fall Fairs and Public Dances and Private Parties. DO IT NOW.

THE EAGLE RUBBER CO.
ASHLAND - OHIO

Sole Canadian Agents:
MENZIES & CO., LTD. - 439 King St. West
TORONTO, CANADA

MORIMURA BROS.

53-57 WEST 23rd STREET

NEW YORK

Announce Their Regular Fall Display of Japanese Merchandise for Import 1921 Delivery

Toy Tea Sets
Bisque Dolls
Nankeen Dolls
Celluloid Dolls
Celluloid Toys
Wood Toys
Xmas Tree Orn. and Beads
Tin Toys
Baskets



DOLLS

"Baby Ella"
Full Jointed Dolls
Kidaline Dolls
"1st Prize Baby"
"Baby Rose"
"My Darling"
"My Sweetheart"
"Baby O'Mine"

"My Sweetheart" and "Baby O'Mine" are two new Dolls which we know will interest you.

Our Full Jointed Doll is the finest finished Doll made. It cannot be surpassed.

The Western Leather Goods Co. Limited

Manufacturers of Fine Leather Goods

255-257 Richmond Street West, Toronto



Specialists in Novelties



Vanity Bags
Beauty Bags
Velvet Bags
Kamera Bags
Coin Purses

New styles in
Belts
Collar Bags
Music Cases

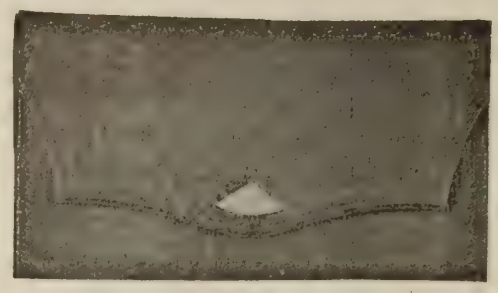
and all kinds of
Men's Pocket Books
Writing Portfolios
Cigarette Cases
Tobacco Pouches



We are now settled in our new factory, which is very centrally located in the heart of the business district

255-257 Richmond Street W., Toronto

CLP
T



STRAP-BACK
PURSES

$8.50 to $36.00
Doz.

Best Value in Canada



TOP-HANDLE
PURSES

$15.00 to $108.00
Doz.

None Better Made Anywhere



BEAUTY
BOXES

$48.00 to $96.00
Doz.

Manufactured by

CANADIAN LEATHER PRODUCTS
LIMITED

144 FRONT STREET WEST
TORONTO

CLP
T

LUCILLE BAGS
As illustrated
$27.00 to $108.00
Doz.

SILK
AND VELVET
BAGS
$24.00 to $96.00
Doz.

MUSIC ROLLS
$18.00 to $36.00
Doz.

BILL FOLDS
LETTER CASES
COLLAR BOXES



Best Value in Canada



None Better Made Anywhere

Manufactured by

CANADIAN LEATHER PRODUCTS
LIMITED

144 FRONT STREET WEST
TORONTO

THE JULIAN SALE LEATHER GOODS COMPANY, Limited



Write To-day For Our New Catalogue

Our new catalogue will be off the press within the next few days—it will be in the interest of everybody in the Trade to be provided with a copy of it. This new "Julian Sale" catalogue of fine Leather Goods and Novelties will contain 48 pages. Nearly every line we manufacture and carry in stock will be illustrated — from photographs taken directly from the goods themselves.

The descriptions are complete and accurate—so that the catalogue will be a very useful and comprehensive buying guide—a book of reference to the Trade that you might almost count indispensable. Send us your name and address, and the day the catalogues are delivered from the printer your copy will be mailed to you.

We Invite You To Visit Our Sample and Sales Rooms

Make it a point when you are in the city to visit our sample rooms. We have greatly enlarged them, and have richly refitted and furnished them. It is safe to say that everything that "Julian Sale" manufacture and sell you will find "sampled" in these spacious and splendidly lighted and appointed rooms. You may see at a glance the entire line—all bright, clean, new, and as attractively displayed as you would have them in your own showrooms. So come in and *make yourself at home.*

THE JULIAN SALE LEATHER GOODS COMPANY, Limited

WHOLESALE :: FACTORY :: SAMPLE and SALES ROOMS :: OFFICES

600 KING STREET WEST, TORONTO

British Goods Are Standards of Value

WATERSTON'S

"BEE" BRAND

MARK

SEALING WAX

Factory:
Warriston Works, Edinburgh, Scotland

BURGESS & CO.
58 Church Road
Upper Norwood, London, S.E. 19
ENGLAND

FRENCH

TOYS
FANCY GOODS
BRIAR PIPES

Write for Catalogue and Prices

The spaces on this page are equivalent to Double Buyers' Guide Spaces

THE RATE IS

£1 0s. 7d. Per Month
on Yearly Contract

Single Insertion £1 8s. 11d.
A Good Live Page—High value in publicity at minimum cost.

Established 20 Years

W. S. TURTON & CO.
30 and 32 Gravel Lane
SALFORD
Manchester, England
Manufacturers of *Special Lines* in Counting Frames, Blackboards and Easels, Dolls' Bedsteads, Kites, Toy Fishing Nets.

FANCY GOODS

Among the new and artistic productions produced by Messrs. Bennett & Jennison, Ltd., at the Ladysmith Road new model factory, Grimsby, England, are interesting novelties for Christmas, birthday and wedding gifts. Workstands are made to fold up, with their contents intact, being made either in polished Chippendale or solid stained oak.

There are hundreds of designs in all sizes of photo frames, in polished mahogany, walnut, ebony and gilt, etc. These are complete with glass and struts, to sell as low as 25 cents each. Their new factory with its up-to-date plant enables them to give early shipment and they are anxious to place their samples in the hands of wholesale houses who can bring them before the notice of all stationers, fancy goods dealers, furnishers and department stores.

A NEW SECURITY DEVICE

Practically every family in Canada possesses valuable papers of some kind, such as Victory Bonds, deeds, insurance policies, abstracts of titles, etc.

In the Home Safety Deposit Box has been provided a product which ensures the keeping of all valuable papers in a safe and sound condition. This device is a portable strong box made from the best grade of sheet steel die pressed to shape and amply reinforced and electric welded where joints are necessary.

The box has received the most careful attention to ensure it being fireproof in construction against the heat of practically any fire. One-inch 85 per cent. magnesia block fitted and held in place by strong asbestos millboard nicely finished lines the inside. The cover is lined to its depth with magnesia, also faced and held by asbestos millboard, sufficiently flexible to make a practically waterproof joint when closed and drawn down.

These materials with the care exercised in assembling them, unite to produce a new idea in the making of a safety deposit box. Further to add to the strength of the box, each one is equipped with a strong, non-pickable Yale lock, while each box is provided with an expansible compartment wallet for classification of its contents.

All in all the average stationer and dealer in office supplies will find this device one that they can back to the utmost to please and serve their trade. There can be little doubt but that every household and practically every business house should possess a safety deposit box. This is one that combines many virtues and no defects.



Hold the Line

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading Wholesale Houses in Toronto & Montreal

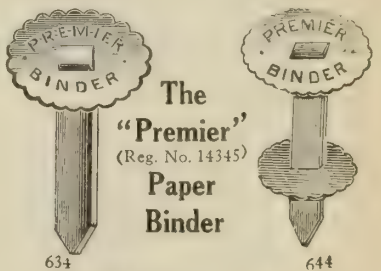
(Registered)

London (Eng.) Export Agency
8 St. Bride Street
LONDON, E.C.

THE EYES OF THE TRADE ARE ON THIS SPACE EVERY MONTH

MEET THEM WITH YOUR ADVERTISEMENT

$5 a month on yearly contract



The "Premier" (Reg. No. 14345) Paper Binder

63⅛ 64⅛

Made in lengths of 1/4" to 6".

Sole Makers
TWIGG & BEESON
Ludgate Works, Birmingham
England

Also makers of
Brass Paper Fasteners, Paper Clips, Drawing Pins, etc.

London Office: 27 Paternoster Square, E.C. 2.



Our Increased Advertising this fall, means Greater Demand.
We have already sold these goods for you. Send your order in now to avoid disappointment later.

No. 1.



No. 25.

With our more than doubled production, we are scarcely able to fill our orders promptly. We therefore suggest that you look up now

Moore

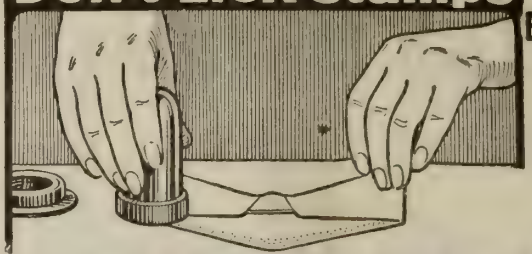
Push-Pins
"Glass Heads Steel Points"
Push-less Hangers
"The Hanger with the Twist"
Push Maptacks
"Colored Spherical Heads"
Push Thumbtacks
"Brass, Steel, Celluloid, One-Piece"

"Standardized and Advertised the world over."

Send for Samples and Prices Advise your Jobber or

MOORE PUSH PIN CO., 117 Berkley St., Phila., Pa.

Don't Lick Stamps or Envelopes



MOISTEN THEM with the ARGUS MOISTENER

Always ready for use. Sanitary. Moistens flap or stamp neatly, quickly—in series or singly. Beautifully nickel-plated, highly desirable for **OFFICE OR HOME**

Useful gift. Will be keenly appreciated by social letter writer or office employee.

PRICE, PREPAID **$1.50** Ask your stationer or send us $1.50. Our guarantee with every one. Money refunded if not satisfied.

ARGUS MFG. CO., 402-6 N. Pauline St., Dept. . (CHICAGO



How to Paint Signs
AND SHO' CARDS

By E. C. MATTHEWS

An up-to-date book containing a complete course of instruction. Illustrated with over 100 alphabets and designs, and written in plain English that everyone can understand and thus learn to paint good signs.

The alphabets and designs are also suitable for commercial artists or anyone who has occasion to do hand lettering.

Table of Contents: Alphabets, Composition, Color Combinations, How to Mix Paints, Show Cards, Window Signs, Banners, Board and Wall Signs, Ready Made Letters, Gilding, Commercial Art, Tricks of the Trade.

Cloth Bound with jacket in colors. **Price, $1.00 Net.**

J. S. Ogilvie Publishing Co., 57 Rose St., New York

The Sea Gull Library

Edited by O. F. Theis

A new series of books in belles-lettres, designed to include works of the world's literature which have hitherto not been translated into English, or which for various reasons are not known except to the few. Through the **Sea Gull Library** many a work of permanent value may be made available in convenient form and at a reasonable price. Special attention is given to make-up and binding of the volumes. **Each, $1.50.** Send for descriptive circular to

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WEBSTER'S NEW INTERNATIONAL
400,000 words, 2,700 pages, 6,000 ills.
Regular and India-Paper Editions.

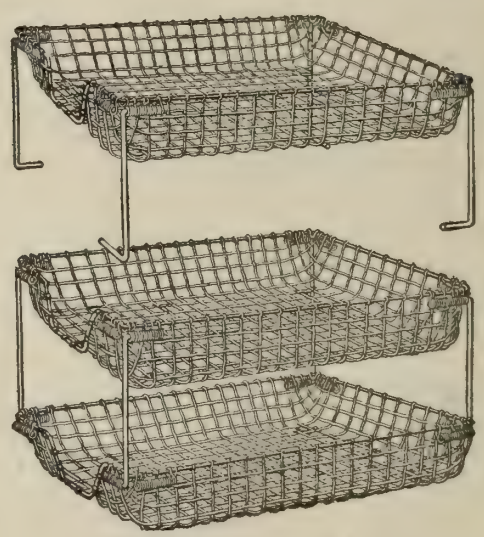
WEBSTER'S COLLEGIATE
100,000 words, 1,248 pages, 1,700 ills.

WEBSTER'S NEW IDEAL
1,216 pages

WEBSTER'S LITTLE GEM
Most complete of pocket manuals.

Order through your Jobber or of the Publishers

G. & C. MERRIAM CO., SPRINGFIELD, MASS.



10" x 14" x 3"; Posts 6" high

Build Up Tray No. 20

Can be built up any number of decks. Easily stacked up or taken down.

STABILITY



Manufactured by

Macdonald Wire Goods Co.
Drummondville, P.Q.

Good Selling Specialties for the Stationery Trade

—A Guide for Buying and an Aid to Selling—

Dealers: Keep Your Eye on This Department for New Lines

The Album the Amateur Photographer will be asking for

THE EVER-READY PHOTO ALBUM

Patented



Eliminates fussing with paste, etc. Facilitates mounting. Costs no more.

Appeals to all camera owners because of its infinitely greater convenience and economy and improved appearance of pictures when mounted in the Ever-Ready Album.

Manufactured by

CROWN NOVELTY CO.
34 Nelson St., Toronto

"Sphinx"
Show Card Colors



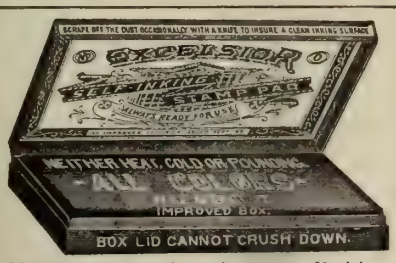
A Palette of 15 Selected Colors, of great depth and brilliancy. Mat drying and ready for use. In 2-ounce patent lid jars and larger sizes. Sample Card on request.

F. WEBER & CO.

Manufacturing Artist Colormen since 1854

Main Office and Factory:
1220 Buttonwood St., Philadelphia, Pa.

Baltimore — St. Louis



Known and sold wherever Rubber Stamps are used

B. G. Volger Mfg. Co., Inc.
Passaic, N.J., U.S.A.
Our Specialty:
STAMPING INKS OF ALL KINDS

NEW GOODS
DESCRIBED AND ILLUSTRATED

PHOTO ALBUMS

One of the attractions for the live stationer who attended the Toronto National Exhibition this year was a new-style photo-album shown by the Crown Novelty Co. This album eliminates the use of paste and scissors as all that is necessary to mount the picture is to moisten the gummed paper opposite the opening, place photo in position and press. Particulars may be written on the back of the white gummed sheet with an ordinary pencil. It is a loose-leaf book and the fillers come in various sizes.

INDEX TABS

FOR ALL REQUIREMENTS

in Celluloid, Leather, Canvas, Cloth and Paper

Sold in "AIGNER'S PATENT CUT STRIPS"—and also any kind of Index attached to Sheets, in any Size or Quantity.

They are not manufactured from Cheap Material, and have stood the Test—That is why they are the Best. 50% in time saved on account of all our Tabs being put up in "AIGNER'S PATENT CUT STRIPS," uniform in size—no resorting—and all chances of errors are eliminated.

A trial order will convince you—Order 1 dozen sets or 50 dozen sets—We are equipped to make immediate shipments at lowest WHOLESALE PRICES.

Over 3 Million sold last year—Let's make it 5 Million this year.

"LET GEORGE DO IT."

G. J. AIGNER & CO.

Sole Manufacturers of the "Patent Cut Index Tabs."

Dept. B, 521-23 W. Monroe St.
CHICAGO, ILL.

Pugh Specialty Co.
LIMITED

38-42 Clifford Street, Toronto, Canada

Manufacturers and Manufacturers' Agents

We own or control 5 Factories

Our Lines

French Ivory.
Pennants, Cushions and Textile Novelties.
Supplies for Celebrations, Old Boys' Re-Unions, etc.
Tag Day Supplies.
Advertising Signs and Banners.
Purses, Wallets and School Bags.
Powder Puffs.
Souvenir Novelties.
Booklets, Post Cards, etc.
Toy Books.

If you don't get our Catalogue regularly, send us your name. It's well worth having.

RELIANCE INK
"The Ink You Can Rely On"

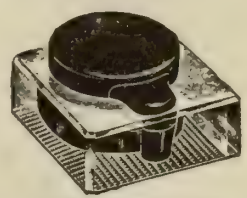
New Graceful Bottle



New Attractive Label

Reliance Ink Co., Limited
Winnipeg, Man.

INKSTANDS
OF ALL STYLES



Manufactured by

Frank A. Weeks Mfg. Co.

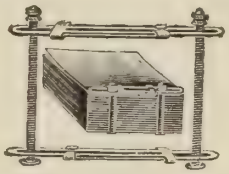
93 John St., NEW YORK CITY, N. Y.
Canadian Jobbers handle our lines.

Good Selling Specialties for the Stationery Trade

---A Guide for Buying and an Aid to Selling---

Dealers: Keep Your Eye on This Department for New Lines

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York

HAVILAND'S SEMI-LIQUID PASTE

Pure White

A splendid adhesive for use in office and home.
A strictly Canadian product. All ingredients, bottles, labels, etc., made in Canada.

BUY MADE-IN-CANADA GOODS

Good Profit for dealers. Made in the following sizes: 5 oz. and 8 oz. bottles with adjustable brush and 32 oz. (quart,) 128 oz. (gallon) Jars. Send for Price List.

A. R. HAVILAND & CO., Mfrs.
56 & 58 Lippincott St. TORONTO

Gem Inkstand No. 5



3 in. Diameter
Pat. Oct. 24, 1916

Embodies a New Idea:
ROTARY COVER
Is Countersunk Flush Wit Top of Inkstand
SATISFIES YOUR CUSTOMERS
POPULAR PRICE

Cushman & Denison Mfg. Co., New York.

LISTS RECEIVED

The McLagan Phonograph Corporation of Stratford are planning a big advertising campaign this fall. They have issued a booklet illustrating their machines and giving a brief sketch of the period furnitures which are represented by their models. Operating instructions for their machines are also given.

A very attractive folder is now being sent retail booksellers and stationers by the White & Wyckoff Mfg. Co., Holyoke, Mass. This informs retailers of that company's plans for their national advertising campaign during the remainder of 1920 and the early months of 1921. Half-tone vignetted illustrations are given of several of the advertisments which will appear in periodicals of national circulation. The constant stream of advertising which is planned will, this circular states, "work ceaselessly for the benefit of dealers themselves."

The 1920 list of new books of the Page Company of Boston is supplemented by a special list of juvenile books, in which is featured a new volume in the Famous Leaders series and various other books for boys and girls and the special "movie" editions of "Pollyanna" and "Anne of Green Gables."

The main catalogue is replete in attractive titles of fiction, history, biography, travel, *belles lettres* and juveniles.

COLUMNAR PADS

Among the new items introduced by the Wilson-Jones Loose Leaf Co., Chicago, is a line of columnar pads for general accounting and statistical reports. They come in white ledger and canary bond papers. Each pad has fifty leaves and cover.

NEW PASTE

"Stixit" is the name of a new adhesive introduced by the Prong Company of Chicago. It is a combination of glue and paste and is represented as being smooth flowing and of pleasant odor. Another advantage which is emphasized is that it will not wrinkle even the thinnest paper. It can also be had in enameled collapsible tubes, with patent threadless vacuum caps, which prevents the paste from getting into the threads and sealing the tubes so they cannot be opened. It is put up in 4-ounce tubes; ¼-pint can; ½-pint can; 1-pint can; 1-quart can; 1-gallon can.

The Self-Filling

WILLARD

FOUNTAIN PEN

Fully Guaranteed

Fitted with our Patented, Self-regulating "Automatic" Feed. Indestructible Reservoir Sac. 100% Ink Capacity. Full size 14 kt. Gold Pens, tipped with hardest Iridium.

Bought officially by the United States Government.

Send for Illustrated Catalog and Net Price List.

WILLARD PEN CO.
318-326 West 39th Street
New York, N.Y., U.S.A.





Dexter's STAR MANIFOLD LINEN

With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

Send for samples and prices.

C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut

PLAYTHINGS

The American Toy Journal



18th year of publication and the largest Toy Magazine in the World. The editorial pages give all the news of the Industry and there are 300 to 500 Business Announcements in every issue.

Subscription--$2.00 per year
Foreign $3.00

Send your subscription NOW

PLAYTHINGS
118 E. 28th Street NEW YORK

BOOK BUYERS' GUIDE

DR. STALL'S FAMOUS BOOKS

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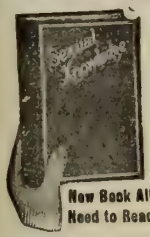
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An interesting new specialty being introduced by Weinman Bros, 749 East 42nd Street, Chicago, is the patent Handipad. Each sheet of the pad is divided by perforation so that nothing but live notes are kept before the desk man. Combined with the desk pad is the perpetual calendar. This nwe desk pad is sturdily built and has solid rubber feet to prevent the desk being scratched.

NEW ENVELOPE SEALER

There has recently been marketed a new sealing device to be known as the Standard Envelope Sealer which retails for $5.00 in the U. S. This small sealer is intended for offices that would not have use for a more expensive machine, and while very simple in construction, it actually seals the letters just as well as the larger and more expensive sealing machines but, of course, not so rapidly.

NEW WRITING CASE

There is a novelty style of writing case being shown this fall. It has an address book, stamp book, and a miniature edition of Webster's dictionary. The colors it comes in are black, grey and brown.

NEW TOY BOOKS

Of the new publications which Gale and Polden of London have introduced one of the cheapest lines is known as the "Fairyette Series." This comprises extraordinary value, and consists of eight pages in limp bold covers, and is printed in colours. There are twelve titles in this series, and each title comprises a popular nursery favorite. Such fascinating stories as Cinderella, Dick Whittington, Puss in Boots, Little Red Riding Hood, and Goodie Two Shoes are included in this series. These retail at 2d in Britain.

NEW THUMB TACKS

The Moore Push Pin Co., Wayne Junction, Philadelphia, Pa., have just added a new item, this being a one-piece thumb tack which is being marketed in small packages. This is a line that will fit in very well with the stationers' school trade as well as the office supply trade. These tacks are made of steel highly polished and nickel-plated.

NOTICE

This issue had to go to press without reports of new books from all publishers. These will appear in the classified lists in the Holiday Gift Book number (November).

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BUYERS' MARKET GUIDE



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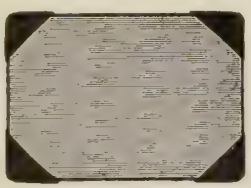
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BILL FOLDS
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Valentine & Sons Publishing Co., Toronto.

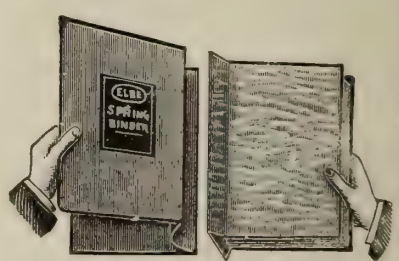
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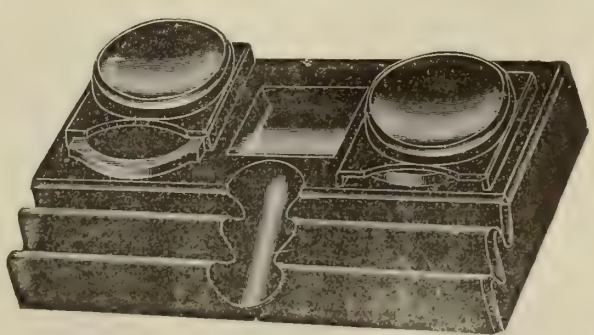
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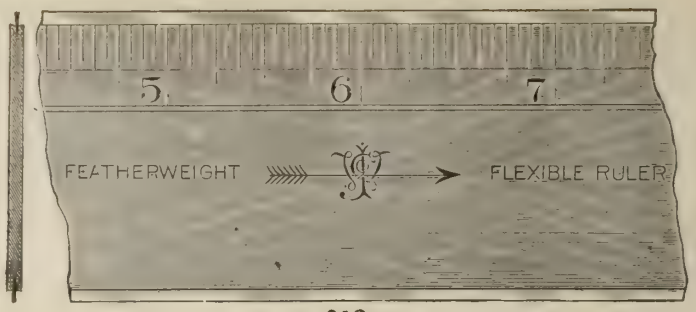
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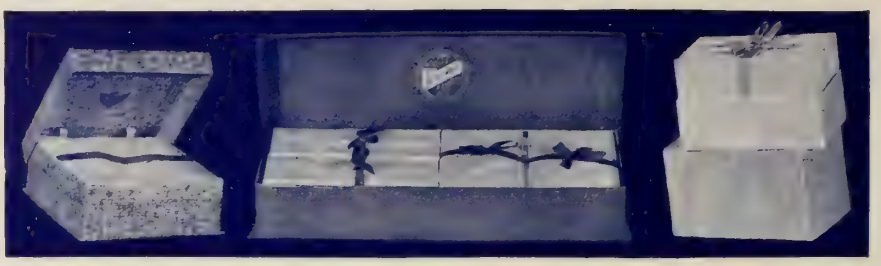
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Oct. 18th	250 copies	Oct. 17th	2,500 copies
Oct. 19th	100 "	Oct. 24th	500 "
Oct. 20th	50 "	Oct. 31st	160 "
Oct. 21st.	100 "	Nov. 4th	150 "
Nov. 1st	250 "	Nov. 12th	150 "
Nov. 15th	100 "	Dec. 19th	500 "
Nov. 18th	150 "		
Nov. 20th	200 "		
Total	1,200	Total	3,960

This dealer ordered 1,100 copies of "Dennison Grant" in advance of publication.

This dealer placed an advance order for 6,450 copies of "Dennison Grant."

"Dennison Grant" has every feature to make a big seller. The **story** is Robert Stead's most mature literary offering. The **book** is his longest novel and most attractive looking one. The **price** is only $1.75 instead of $2.00, or $2.25, simply because of quantity production, which brings down the cost.

How many copies shall we send you?

With Jacket in three colors **$1.75 NET**

TRADE PRICES

$1.23 in small quantities
1.17 in lots of 10 or more
1.12 " " " 25 " "
1.07 " " " 100 " "

Special Quotations on Larger Quantities



The Musson Book Co., Limited, Publishers, Toronto

The Julian Sale Leather Goods Company, Limited





Thirty-nine– that is the number of the new "Julian Sale" Catalogue which is just "off the press" and is being mailed out to all customers of the house—so that when you, are sending in your request for one—and everybody in the trade is welcome to one—just say *"Catalogue No. 39."* It's an excellent book—a useful buyers' guide—and it will be well worth your while to have one on fyle.

The Catalogue—No. 39—has 44 pages—it has nearly 250 illustrations, made from direct photographs of the "Julian Sale" goods themselves—There are about 500 lines described and priced and altogether it is a most comprehensive Catalogue—one of the best we have ever issued.

The New Catalogue and the Christmas Trade

Catalogue No. 39 is a very timely messenger because it carries to you information on lines that you'll be needing to order right away so as to have them in time for the big holiday trade you are hoping to do this season—and everything "illustrated" is so life-like that you can select just about as satisfactorily as though you were buying from "Samples"—Let us have your name *now.*

When you get your copy of No. 39—do not mutilate it when you wish to place an order *always order by number—safest for you—best for us.*

When you come to the city pay a visit to our new enlarged and fitted sample and salesrooms—everything we make is sampled there

The Julian Sale Leather Goods Company, Limited

Wholesale - Factory - Sample and Salesrooms - Offices

600 King Street West, Toronto

Holiday Gift Books

TWO OF THE REAL BIG ONES

The Most Talked of Book on Two Continents

The Autobiography of Margot Asquith

One of the most piquant and brilliant books of personal recollections and opinions that has ever been written.

The Toronto Star says: Never before have such frank revelations concerning the Empire's best known public men and women been published during the lifetime of the subjects. With amazing candor Mrs. Asquith tells of her early friendships with such men as Balfour, Curzon, Milner, Morley, Churchill, Grey, Botha, and others who were recently with us, such as Kitchener, Laurier and Gladstone. She tells of her various love affairs with men whose names are household words and she gives intensely interesting pictures of what went on behind the scenes in the fateful days of July and August, 1914, just prior to Britain's entrance in the World War.

Written in superb and piquant English style, no other autobiography published in many years has the fascination of this one. Every paragraph sparkles with interest.

In Two Volumes, Boxed. Fully illustrated with sketches, portraits, facsimile letters and documents.

The Inspiring Story of a National Figure

The Life of Sir William Van Horne

The remarkable record of a towering figure in the history of this continent.

Born on the American frontier, where his father died when the lad was only eleven, he waged a grim fight against poverty until he rose, step by step, from the lowest to the highest rank in the railway profession.

He grew up with the railroads, and built the first railroad through the "Great Lone Land"—the Canadian Pacific—the most spectacular piece of railroad construction on record.

Great as a constructive genius he was still greater as a man. Noted on two continents for his hospitality and rare charm, he numbered as personal friends not only all the great men of Canada and the United States, but also had an extended acquaintance among the elect of the world.

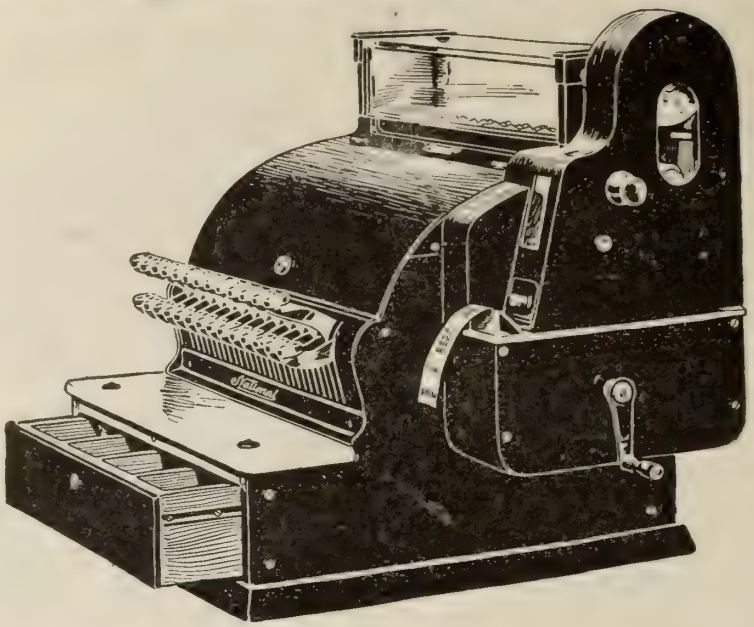
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Published by

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LIMITED

TORONTO, CANADA

This machine does what no other receipt-printing cash register can do.



1. It prints the merchant's name.
2. It prints the price of each article.
3. It adds the items.
4. It prints the total of all items.
5. It retains added and printed records.

J. SMITH
COMPANY
10 MAIN ST.

0.17
0.32
0.48
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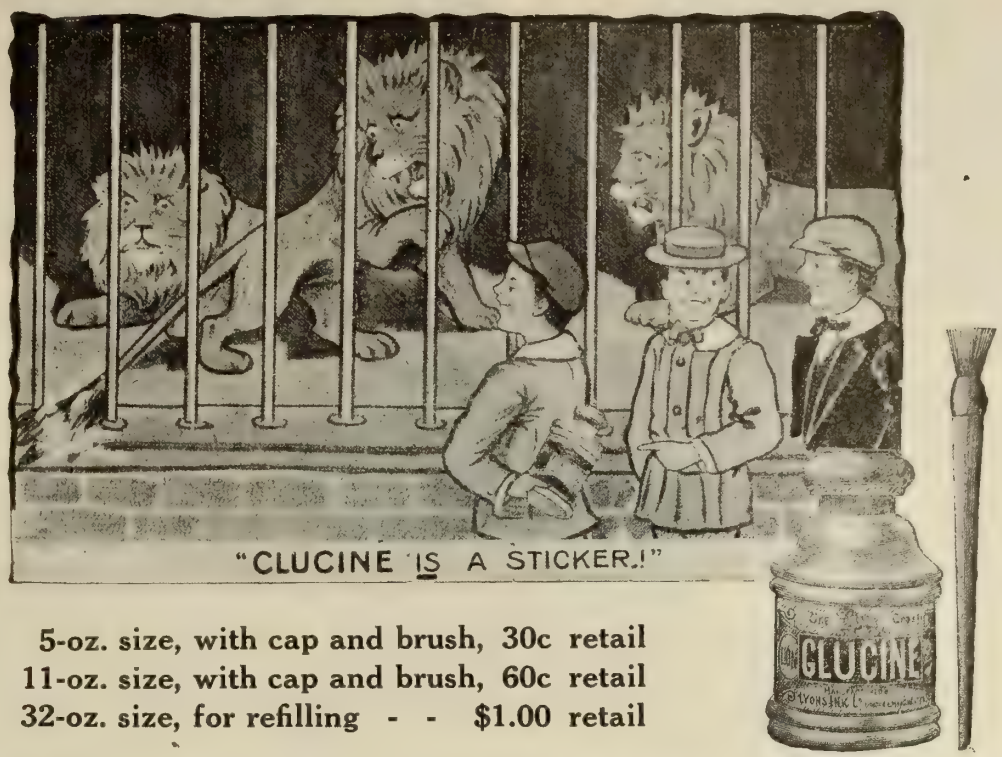
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Copy of receipt printed for each customer

It also does other important things for merchants, clerks, and customers.

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED



5-oz. size, with cap and brush, 30c retail
11-oz. size, with cap and brush, 60c retail
32-oz. size, for refilling - - $1.00 retail

GET THE LION'S SHARE

of Business by Stocking Up With *Lyons*

GLUCINE

ORDER BEFORE THE FROST

Your clerks will tell you that you lose many sales on account of not ordering sufficient Paste, Mucilage and Glucine to tide over the winter months.

Glucine is the cleanest, purest and most economical liquid adhesive on the market. School boards adopt it wherever it has been submitted to them.

LYONS BANK WAX

Now Carried in Stock in 5's, 10's, 20's and 40 Stick

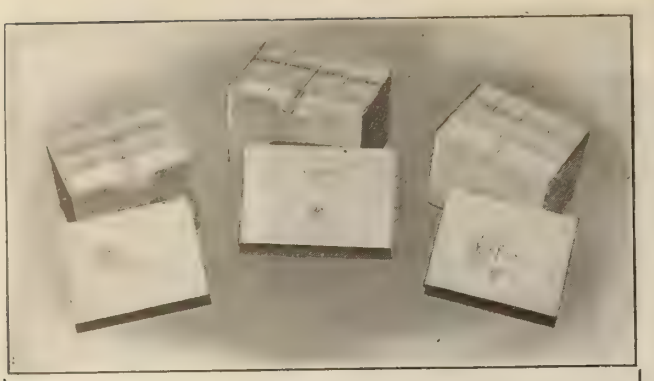
LYONS B B Writing, Scarlet and Fountain Pen Ink stocked at Toronto.

Manufactured by LYONS INK, LIMITED, MANCHESTER, ENGLAND

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MENZIES & COMPANY, LIMITED

439 KING STREET WEST, TORONTO



If You Buy Ream Goods

You Will Be Interested in

CRANE'S STANDARD

Four or Five Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets — 5 sections of letter size — to each package of envelopes and charging ¼ of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of ¼th reams and ⅛th M in a huge variety of sizes, in quantities of not less than 5 reams and 2½ M.

Canadian funds accepted at par.

MADE IN BERKSHIRE — EATON, CRANE & PIKE CO. — REG'D — U.S.A.

EATON, CRANE & PIKE COMPANY

New York *Pittsfield, Mass.*

CRAYOLA

GOLD MEDAL CRAYONS · FOR EVERY USE ·

Don't make us say "Sorry we can't supply you"

REMEMBER how it was last Christmas? People crowding your store from early morning to late at night, looking for something for their youngsters and a long list of nephews, nieces, and other children. Why for weeks before the 25th you can sell such an unusually attractive, useful and inexpensive gift as the No. 25 "CRAYOLA" outfit about as fast as you can wrap them up.

So don't forget there are thousands of dealers sending in their orders to the jobbers. We can fix them up now, but you've no time to lose. Don't wait a day longer—don't take a chance of making us say, "We can't supply you"—get in your order now for

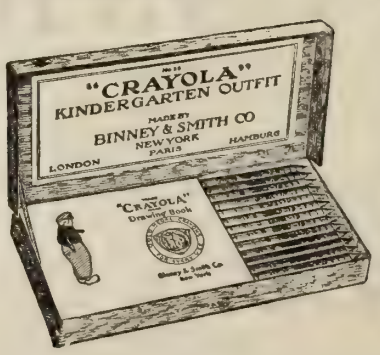
No. 25

"CRAYOLA" Gift Box

Have you our latest catalog illustrated in colors? If not, let us know.

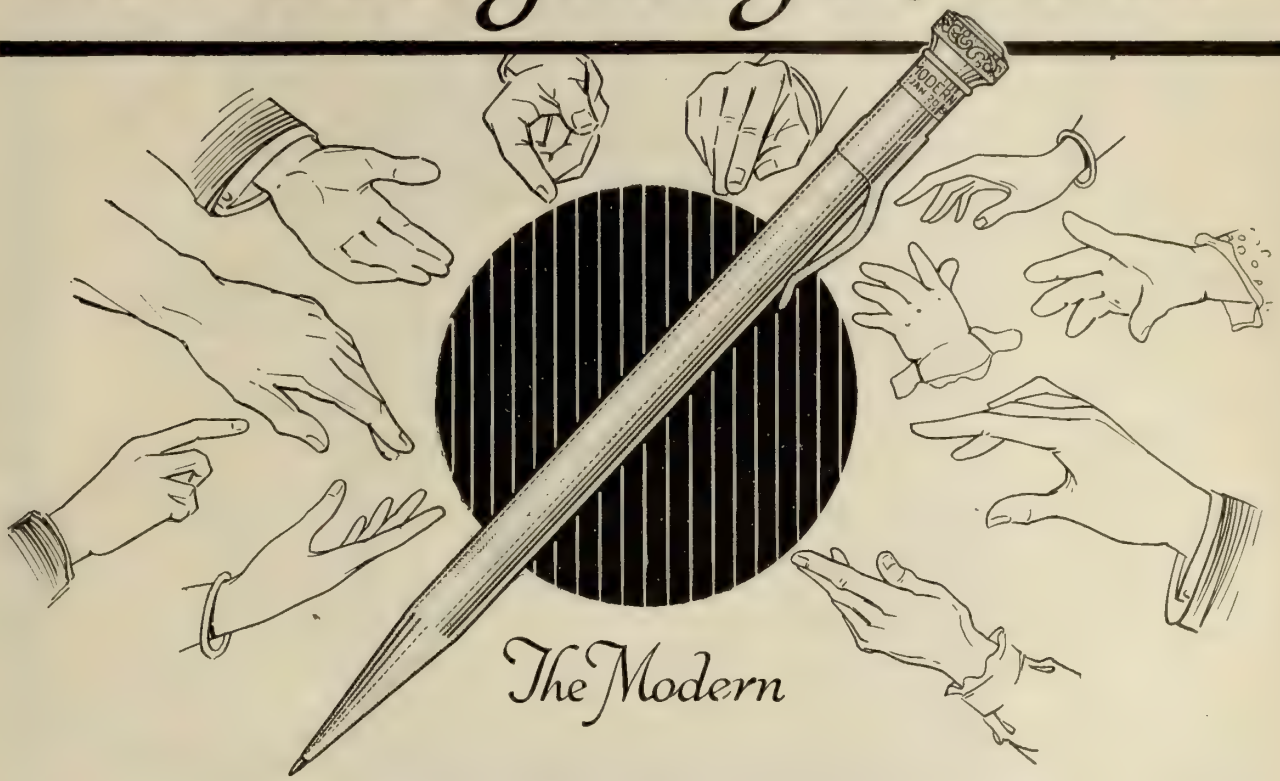
BINNEY & SMITH CO.

81 Fulton Street **New York City**



No. 25 "CRAYOLA" Outfit. 12 Assorted "CRAYOLA" Crayons, 3¼ ins. long. Outline Drawing Book and two cut Art Stencils, 4 x 5 ins. One package drawing paper, 25 sheets, 4 x 5 ins. Put up in attractive hinged cover heavy cardboard box. One dozen boxes in container.

For Everybody's Hand-



When quick turnover and liberal profits count, sell The MODERN Pencil.

The MODERN makes more friends among more kinds of people — for more kinds of writing—than other pencils of its type.

Its neat, silver finish attracts the eye. Its simplicity — because of fewer parts—makes it write right, and stay right. Its popular price makes it available to all.

The MODERN is

Ready for Immediate Shipment

in dozen, gross or CARLOAD LOTS! Large-scale production obviates any possibility of delay.

Sold only to the trade, with generous discounts to quantity purchasers.

THE HOGE MANUFACTURING COMPANY, INC.

215-217 Fulton Street **New York City**

and Anybody's Purse!

ANNOUNCEMENT

We desire to announce to the trade that we are again in full production and, with the added facilities of our new factory, are now in a position to give our customers better service than ever before.

We wish to thank all of our friends for their courteous consideration during the period of moving, and we feel certain the better service that the new plant has made possible will more than make up for some of the annoyances that were inevitable under the conditions.

WILSON-JONES LOOSE LEAF CO.

3300 Franklin Blvd.
CHICAGO, ILL.

316 Hudson St.
NEW YORK



Attractive Displays—Profitable Sales

These two features go hand in hand in business. The school children particularly are drawn by something attractive and usually pencils or similar articles are purchased from the first impression—if it's a pretty thing it sells. In this way you'll find Cane's Canadian-made Pencils good sellers. What is more is—the quality is there.

The counter display stands each contain half a gross—tipped and finished in six different colors, with ½ gross additional ready to replace those sold from display stand. Complete in box. Your wholesaler can send you one. It costs $5.25 for the display stand and gross of pencils. The pencils retail at 5c each.

Buy from your usual wholesale house—any wholesale stationer in Canada can supply Cane's pencils.

The Wm. Cane & Sons Co.
Newmarket, Ontario



1921 1921

A calendar offer
with money in it for you

When you see this new 1921 calendar, and when you receive the details of our offer on it, you will agree with us that this is the best calendar proposition of the year. And what's more—your customers will think so, too.

THE CALENDAR

This is a full 12-sheet calendar, 13¼ by 20 inches—a beautiful example of rotogravure art. It is illustrated by one of the most famous of American illustrators, Lejaren à Hiller. The illustrations are scenes in foreign countries, all suitable for framing. The calendar proper contains numerous features of interest not found in most calendars; for example, the phases of the moon are shown; the historical dates as well as holidays are marked by appropriate thumb-print illustrations in the date spaces. A calendar that everyone who sees will want.

THE OFFER

Thousands and thousands of people gladly pay twenty cents for the White & Wyckoff calendar every year. We have several attractive offers for you on the 1921 calendar. You can count on them to net an extra profit on your Holiday Stationery business. You know the high quality of the White & Wyckoff product. You know the selling value of the national advertising campaign behind it. This calendar offer is one more added reason why the White & Wyckoff line is the profitable one for you to standardize on.

Write at once for full particulars.

WHITE & WYCKOFF MFG. CO., Holyoke, Mass.

Master Makers of Distinctive Social Stationery, Writing Tablets and Composition Books

A. R. MacDougall & Co., Limited
468 King St. W., Toronto, Ont.

White & Wyckoff's
Distinctive SOCIAL Stationery

The Schofield Paper Company
23-25 Prince William Street
St. John, New Brunswick

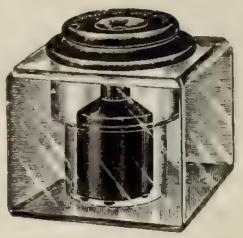
ARE YOU DOING YOUR BEST?

Like these inkstands, the other SENGBUSCH specialties touch the peak of perfection—Satisfaction goes with each sale.

In every sphere of activity man is under obligation to give the best that is in him. There is no law—moral or otherwise—that can compel one to do more than he can do; but on the other hand, it is the duty of every man, every woman, every child, to do his or her very best, and do it all the time. It is not possible ever to make up for a duty neglected, because there never is a time when it is possible for one to do more than the good which at that moment he ought to do.

Apply this in your business. When a man comes into your store and asks for an inkstand, do you sell him the first thing you can lay your hands on, or do you offer the "Sengbusch" first? You know what the Sengbusch Self-Closing Inkstand will do; therefore, it is your duty to tell that customer wherein it is superior—how it will save him money in ink, pens, and labor, and prevent all the unnecessary annoyance that goes with the ordinary inkstand.

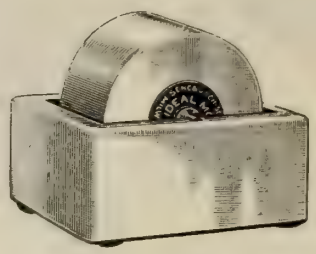
Such a course insures satisfied customers and increased business.



SENGBUSCH
Self-Closing
MUCILAGE APPLIER

The sensible way to use mucilage. Clean, convenient, economical, efficient. Easily refilled. Moulded in one piece of genuine hard rubber, with nickel-plated cap.

Get our catalog and circulars with your imprint FREE.



IDEAL SANITARY MOISTENER

The "Quick and Easy" way to moisten fingers, stamps, envelopes, labels, etc. Durable, clean, and handsome. Made of glazed white porcelain, with nickel bearings. Nothing to wear out.

DAN-DEE

Art Metal Products



DAN-DEE
Square Waste Baskets
3 Styles—6 Finishes.



DAN-DEE
Round Waste Baskets.
2 Styles—15 Finishes.

May in some few instances demand a higher price—but their quick turnover, the satisfaction they give the user, and the liberal margin of profit they pay you, make the entire line worthy a prominent place in your stock of office appliances.



DAN-DEE
Strong Boxes
2 Styles—2 Finishes.



DAN-DEE
Letter Trays.
2 Styles—8 Finishes.

Write for descriptive circulars, price lists and discounts.

A. R. MacDougall & Co., Ltd. Representatives for Canada and Newfoundland
468 King St. West Toronto

No Need for Second Thought

about the *pencil* to carry in stock for *any* purpose and *any* person.

Your first and last and best thought is

DIXON'S ELDORADO

"the master drawing pencil"

DIXON'S ELDORADO

"THE MASTER DRAWING PENCIL"

Made in 17 Leads—one for every need or preference



JOSEPH DIXON CRUCIBLE CO., PENCIL DEPT. 74-J, JERSEY CITY, N. J.

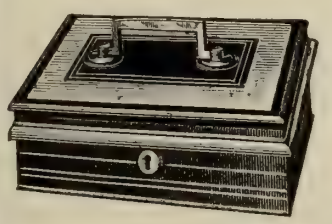
Canadian Distributors:—A. R. MacDougall & Co., Ltd., Toronto

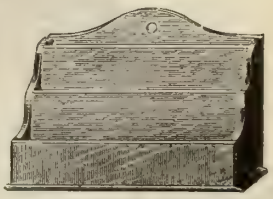
BRITISH MANUFACTURE IXL

SETTEN & DURWARD IN CANADA

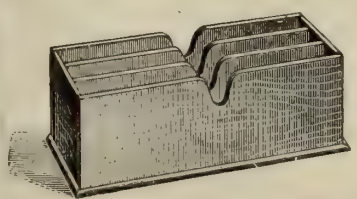
TRADE MARK CRITERION REGISTERED

THE QUALITY AND VALUE REALIZED IN THIS FIRM'S PRODUCTS SO EXTENSIVELY SOLD TO CANADIAN STATIONERS THIS YEAR WILL BE MORE STRONGLY EMPHASIZED BY THE INCREASED EFFORTS WHICH WILL MARK THE 1921 ACTIVITIES.

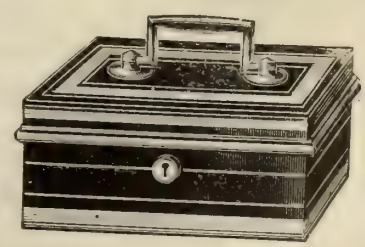




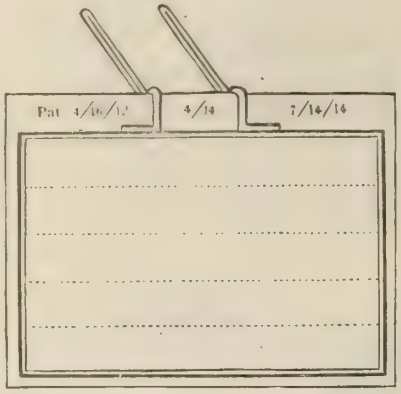
There are two Setten and Durward factories in Birmingham. One is devoted to the manufacture of a varied line of products of wood, such as Stationery Cases, bases for Ink Stands, etc.



In the other factory are manufactured metal specialties, such as Brass Paper Fasteners, Compasses, Dividers, Protractors, and the various items going to make up Drawing Sets, as well as other School Supplies. Cash Boxes and Deed Boxes are extensively manufactured. Still another important line comprises various carded goods for stationers.



A. R. MacDougall & Co., Ltd. Representatives for Canada and Newfoundland 468 King St. West Toronto, Ont.



MARKING TIME

Are you prepared to fill your customer's needs on Pin Tickets? This is Marking Time for Fall Merchandise. Supply the demand with Noe-sting Harmless Pin Tickets.

Immediate Deliveries

Noesting Pin Ticket Company, Inc.

World's Largest Manufacturers of Paper Clips, Pin Tickets and Thumb Tacks

Mt. Vernon, N.Y.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

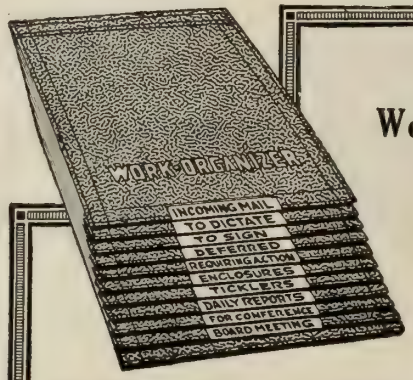
Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.



The illustration above shows how Work-Organizers look. The one below shows how they are used. Fifteen styles, 90c to $15.00. Illustration shows the No. 332, letter size, 10 pocket, Black Seal Grain Fabrikoid, $3.50—one of the most popular styles. Same Size genuine leather cover, $10.00. Paper cover, $1.25.

Give Work-Organizers

Give practical, usable articles. Make office men grateful for all time — not merely for a day.

Helping the man at the head of other concerns to organize their desk work helps them to do more business and to buy more from you.

Work - Organizers have proven their practical utility — business men buy them for use and hundreds of business men have bought for business friends. A few large advertisers have also given them in a large way, though not enough to make duplications likely.

Another proof of the practical utility of Work-Organizers is that over 1,200 commercial stationers sell them.

With each Work-Organizer goes our bulletin "How to Organize Desk Work"—worth a $10.00 bill to any desk worker.



Work-Organizer Co.

725 West Grand Boulevard · Detroit, Mich.

CARTER INX PRODUCTS

Standardized Ships--- and Standardized Stocks

Standardized ships prevented mistakes, cut down costs, and hastened building. They were one of America's greatest contributions and "ships won the war."

Standardizing anything means simplifying according to a standard.

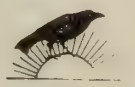
Simplifying your merchandising methods by adopting Carter standards will reduce your operating costs and increase your profits. Why not push one line that gives unexcelled quality in each product?

Standardizing on Carter products will save costs for shelfroom, handling, bookkeeping and stock accounting.

Carter Inx Products have a fifty years' reputation for excellence, are well advertised and guarantee satisfaction.

The Carter line is complete and its quality is unsurpassed. Standardizing on Carter's is business commonsense.

THE CARTER'S INK COMPANY
Mount Royal Avenue and Drolet Street
MONTREAL, QUEBEC




Loose Leaf Ledger Sheets and Indexes

Jackdaw and Adco Binders

Eight Standard Sizes

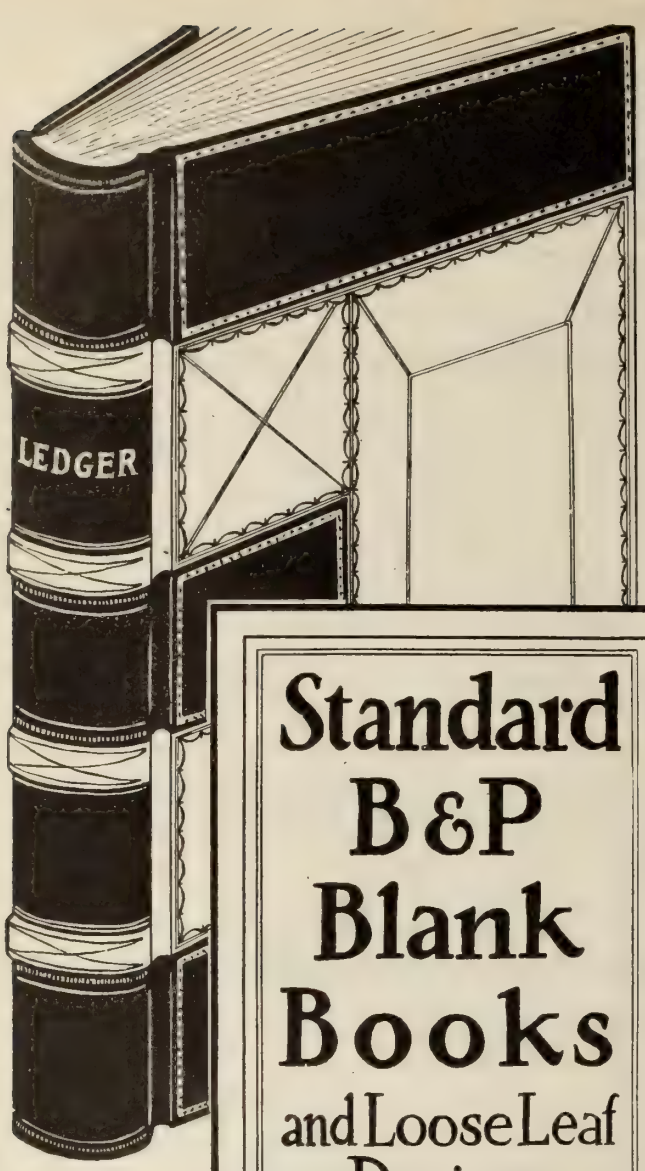
Special Size Sheets and Binders to Order

Loose Leaf Catalogue on Request

W. V. Dawson Limited, Montreal

BRANCHES AT

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Standard B&P Blank Books

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THE LINE OF 10001 NUMBERS

Modern facilities backed by 80 years of experience assure the quality of Standard B&P Products

SOLD ONLY THROUGH DEALERS

BOORUM & PEASE CO.
NEW YORK

Standard B&P Blank Books and Loose Leaf Devices

Get the Trade of Eversharp Buyers

Eversharp continues to sell quickly, and steadily, because it is always sharp yet never sharpened, because it is superbly designed to give life-long writing comfort.

Naturally, Eversharp sales mean gratifying profits to Eversharp dealers; they also mean added prestige.

Eversharp users, quite generally, remember where they purchased Eversharp and return regularly to purchase Eversharp Leads and other articles of high quality.

Strictly from the dollars-and-cents standpoint, consider carefully the value of this Eversharp prestige, and then write for the interesting Eversharp catalog and literature. Address the Canadian representatives:



The symbol of perfect writing—the mark of the Eversharp Pencil and Tempoint Pen.

Rowland & Campbell, Ltd.
Winnipeg, Manitoba

Consolidated Optical Co.
Toronto, Ontario, and Montreal, Quebec

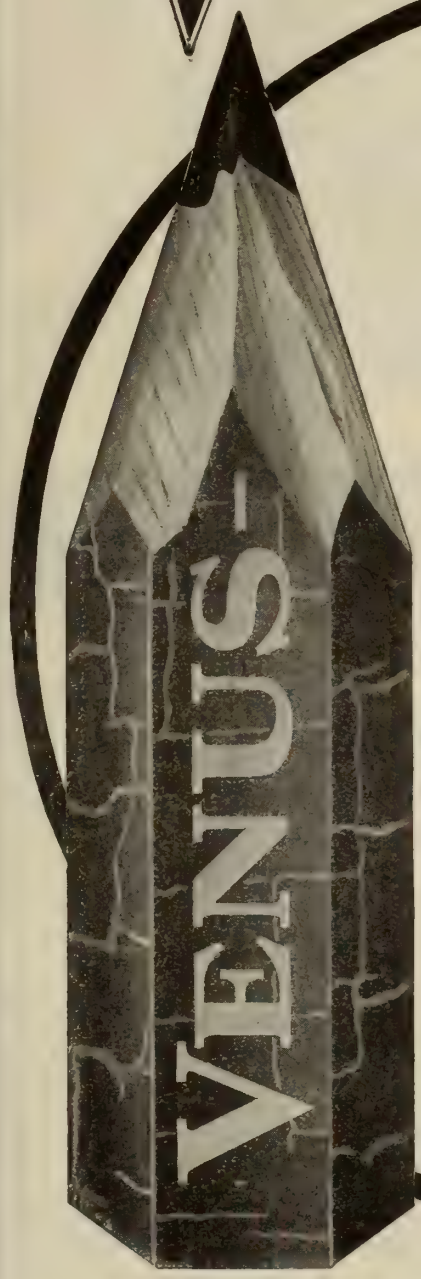
EVERSHARP

The name is on the pencil

Made and Guaranteed by
THE WAHL COMPANY, Chicago

Copyrighted A. L. P. Co., 1920

VENUS PENCILS



The Largest Selling Quality Pencil in the World

FEW there are, if any, who do not know and desire the surpassing quality of VENUS Drawing and Writing Pencils. They represent the world's standard by which all pencils are judged.

Made in 17 black degrees—from 6B softest to 9H hardest. Also with tip and rubber in all but the two softest degrees. Graphite, washed by a unique process; lead, scientifically compressed; cedar, selected smooth-grained.

Distinguished by the attractive VENUS watermark finish which is known to people in every civilized country.

The more exacting the work, the more do your customers appreciate the wonderful qualities of VENUS Pencils. They serve every pencil purpose best — outsell all others in their class, have no equal.

The demand for VENUS Pencils is so great and constantly increasing, we suggest you examine your stock promptly and see that your line is complete, and your supply adequate.



No. 3800

No. 3820

American Lead Pencil Co.

220 Fifth Avenue, New York
and London, England



17 Black Degrees—6B Softest to 9H Hardest—and All Perfect



6B 5B 4B 3B 2B B HB F H 2H 3H 4H 5H 6H 7H 8H 9H

Stafford's Inks

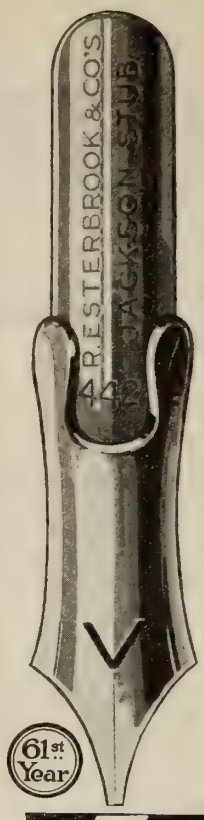
Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks



Esterbrook Jackson Stub No. 442

The Reputation of Esterbrook Pens is based on Excellence of Performance

When you, Mr. Dealer, show a customer a comprehensive assortment of Esterbrook Pens, in one of the Esterbrook Counter Display Cases, he is sure to be satisfied with the service. And, he's sure to be satisfied with the pen he selects. A satisfied customer is a strong asset for you.

Write us about the new counter display cases and signs—Esterbrook Pens.

THE ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET
CAMDEN, N. J.

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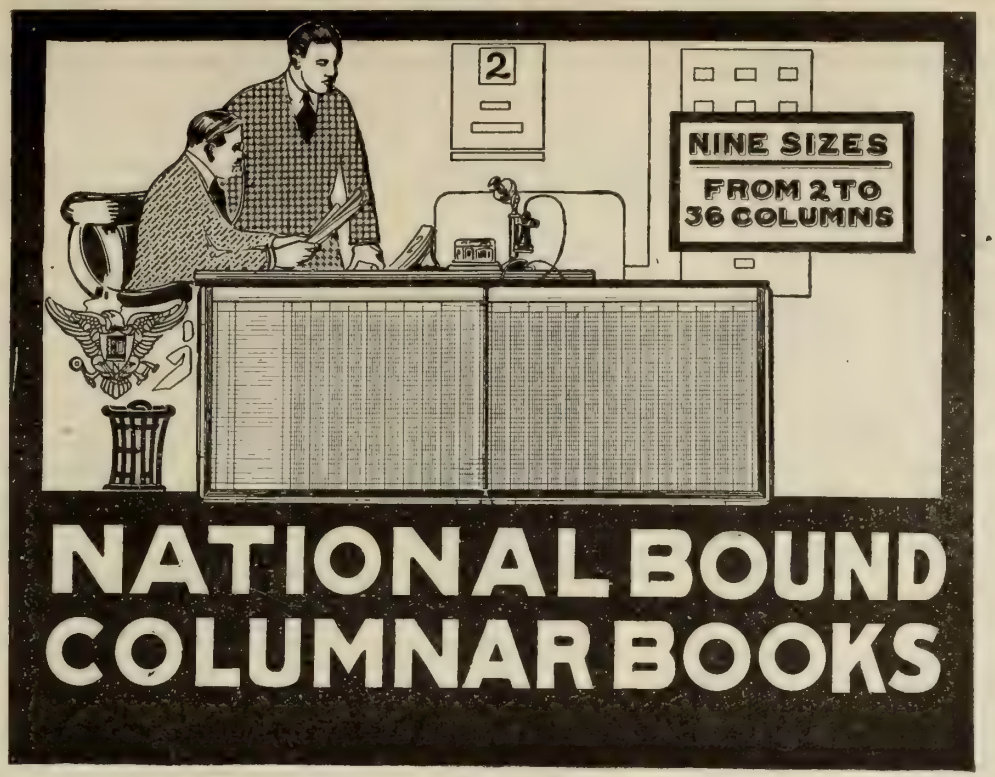
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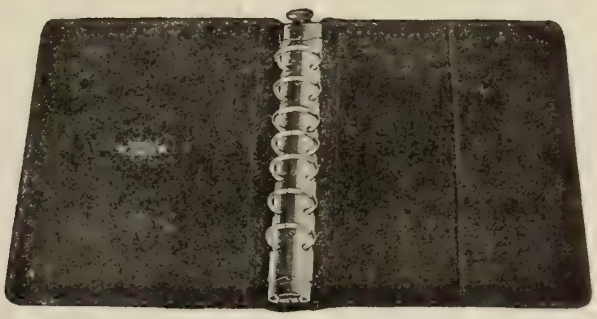
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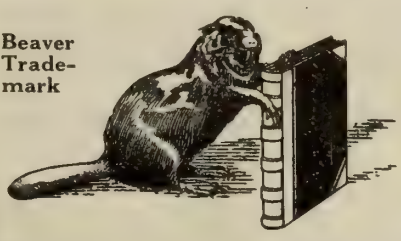


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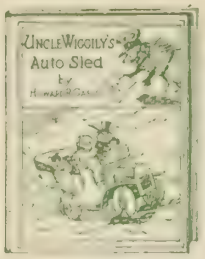
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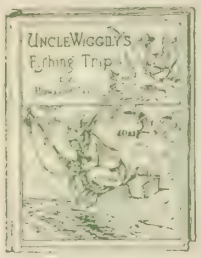


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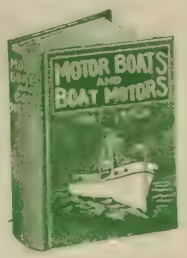
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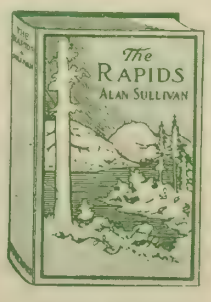
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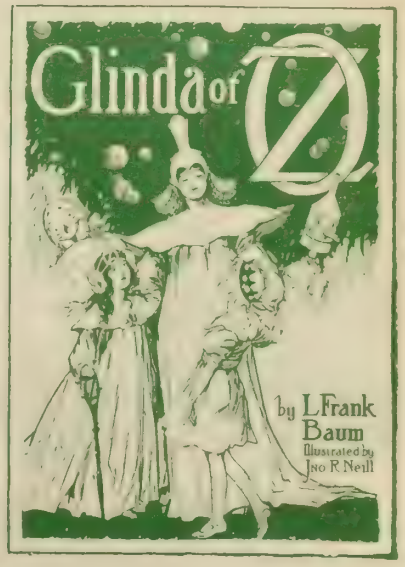












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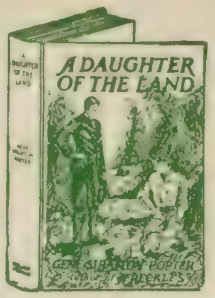
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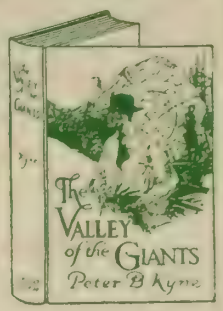
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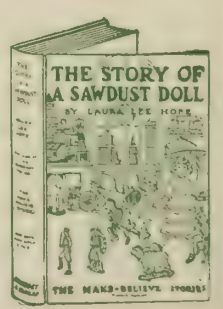
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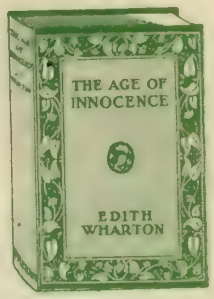
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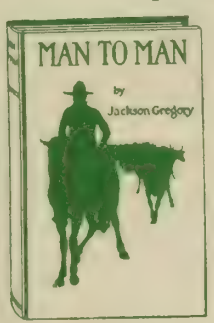
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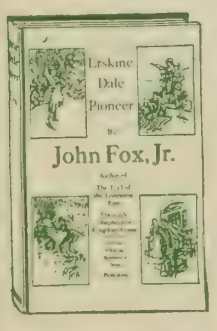


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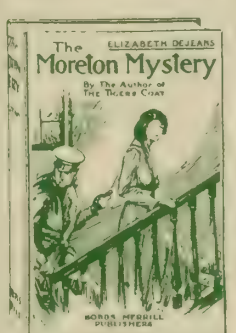
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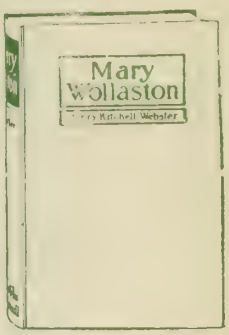


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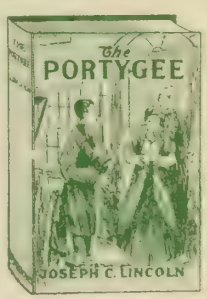


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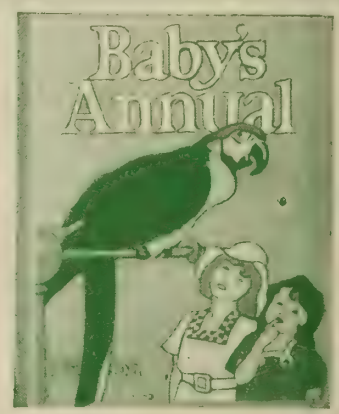
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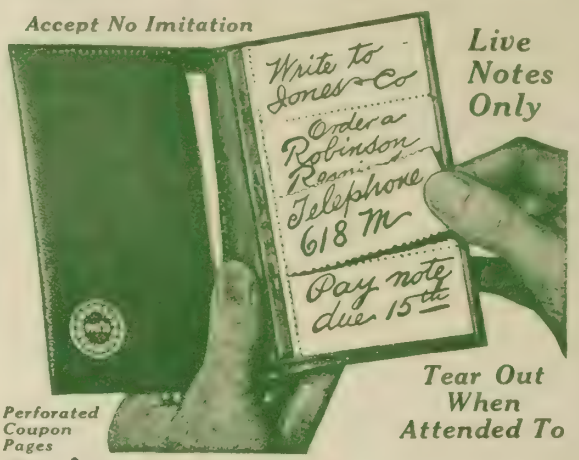
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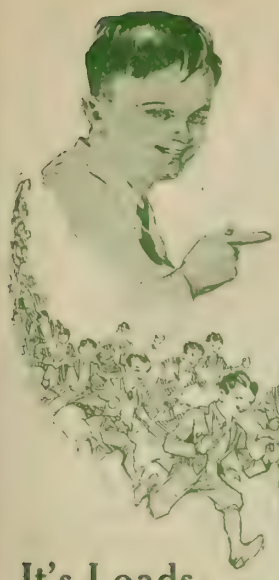
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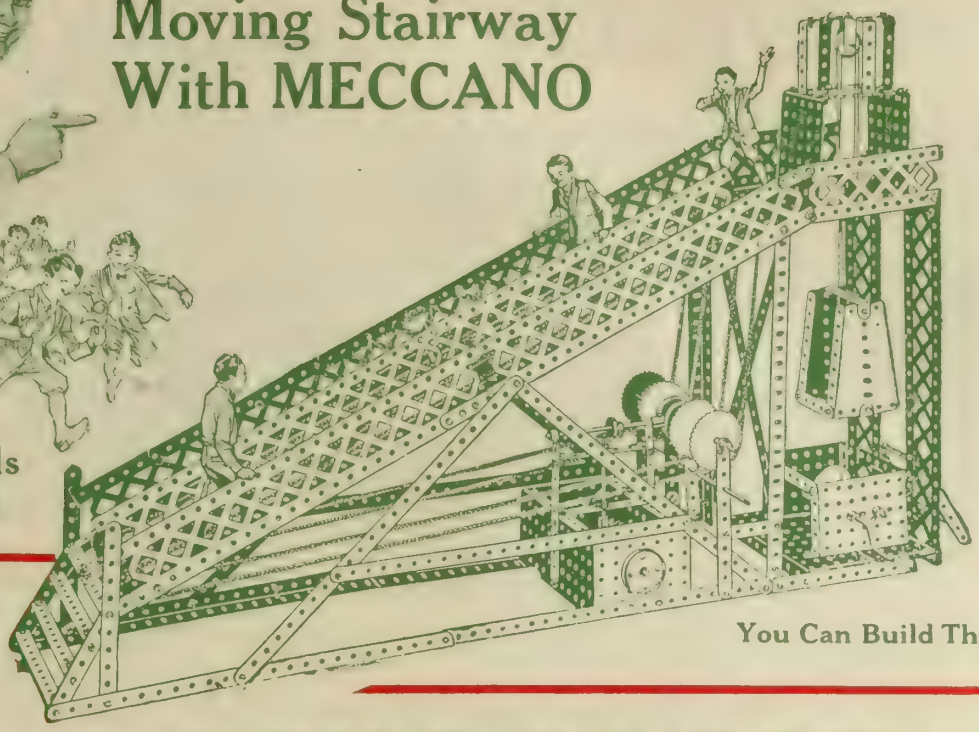
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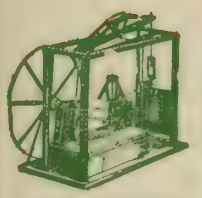
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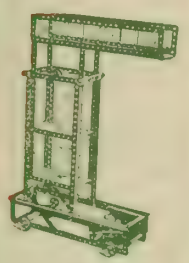
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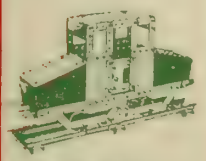
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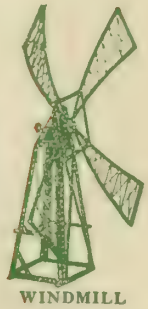
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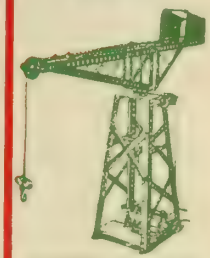

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One Pound
Blocks for
Educational
Purposes.

Write for
further
particulars.

THE MODELLIT MANUFACTURING COMPANY,
19, BRUNSWICK STREET, ST. PAULS, BRISTOL, ENGLAND

Canadian Agents: MENZIES & CO., 439 King Street West, Toronto, Canada

Celluloid Toys and Games for Immediate and Xmas Selling

DOLLS, GAMES, TINSEL DECORATIONS, ETC.

You can attract Big Business to your store with a selection of celluloid toys for the Kiddies. We carry in stock the largest range of Celluloid Toys in Canada. Don't just stock them—Get a real selection for one of the best season's business.

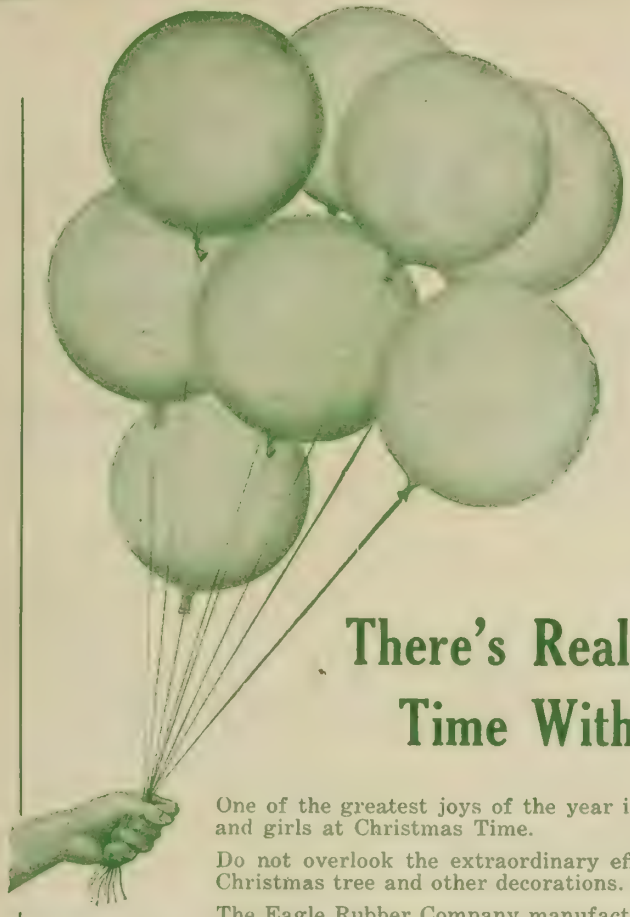
Additional lines we handle:

Picture Books	Dominoes
Toy and Building Blocks	Playing Cards
Dolls	Men's Belts
Games	Boston Garters
Tinsel Decorations for Xmas	Boston Arm Bands
Fancy Goods	Shaving Brushes
Leather Bill Folds	Toilet Articles
Chess and Checkers	Manicure Sets
Checker Boards	In Rolls

If our travellers have not called on you yet—Do not Wait; write for sample lots at once. Our sample parcels of Celluloid Toys and Games are priced from $30, $40, $50 or higher. Be sure you state value of sample parcel required.

E. DAVIS & CO., Drummond Building MONTREAL, P.Q.

PROMPT DELIVERIES





There's Real Joy at Christmas Time With Toy Balloons

One of the greatest joys of the year is to enhance the happiness of boys and girls at Christmas Time.

Do not overlook the extraordinary effectiveness of toy balloons for the Christmas tree and other decorations.

The Eagle Rubber Company manufactures Toy Balloons exclusively. The range is immense and gives every scope for heavy sales in the total.

Ask to See Special Xmas Box

Here are some of the popular numbers:

A—Air and Gas Balloon, 12 sizes, inflating 4 to 36 inches dia.
B—Airship Balloon, 6 sizes, inflating 12 to 30 inches in length.
C—Valve Balloon, long and round shape; 25 sizes.
D—Sausage Squawker Balloon, assorted colors; 5 sizes.
E—Round Squawker, assorted colors; 11 sizes.
F—"Baby Squawk." length 9 inches over all.
G—Jumbo Squawker, assorted colors; length 9 inches over all.
H—Bagpipe, four note; 9 inches over all.
I—Bagpipe, three note; length 5½ inches over all.
J—Bagpipe, four-note tone pipe, single note Drone, each in box.
K—Watermelon Balloon, inflates 30 inches long.

When purchasing balloons be sure to specify

"Eagle Brand" Balloons

If you do not you are liable to get balloons that are of inferior quality that will disappoint you.

THE EAGLE RUBBER CO.

ASHLAND - OHIO

Canadian Agents:

MENZIES & CO., LTD. - 439 King St. West

TORONTO, CANADA

Toys for Christmas

Toys and Dolls

FEW items of goods for holiday gifts constitute so important a line as toys and dolls, more particularly because of the manner in which they loom up when one considers the children.

What would Christmas be for children without gifts?

What gifts for children excel toys and dolls? These terms cover a wide variety of goods, from articles costing a few cents apiece up to much more pretentious gifts.



DOLLS

Toy Tea Sets
Toys And Novelties

Import 1921 Delivery

IT is recognized by the trade that MORIMURA DOLLS are superior in finish and workmanship.

They have beautiful bodies, finely finished bisque heads, French glass eyes, perfect wigs.

MORIMURA BROS.
IMPORTERS
53 West 23rd St. New York

Gifts for Christmas

Choose Gifts Carefully

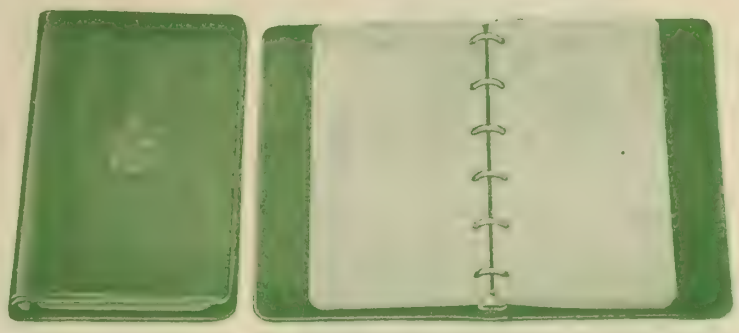
Efficiency in buying is a term that may have rather a heartless sound, associated with Christmas.

There should be no restraint in making it a happy time for all, but it is a fact that more lasting pleasure can be given if gifts are wisely chosen.

By choosing something that does not perish in a few days or a few months, but will last more than a few days or a few weeks, the feeling of appreciation in the mind of the recipient will be similarly long-lived.



LUCKETT'S STERLING LINE

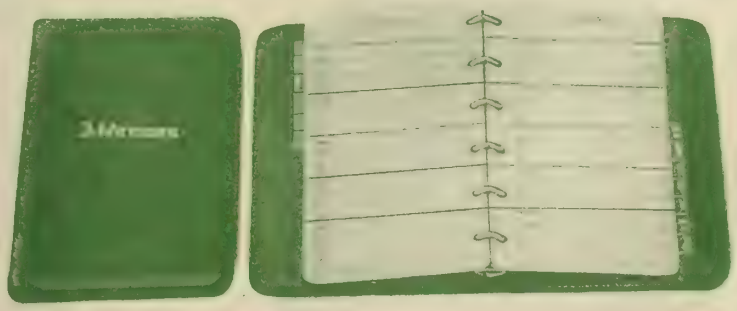


LOOSE LEAF DIARIES

Among the many resolutions made at Christmas and New Year's is the one to keep a diary. If the resolution is kept, it provides a source of much pleasure and gratification in after years. For what is more pleasant than to turn the pages of a well-kept diary and live over the good times that its written words bring back?

Why not, then, provide your friends with this means of enjoyment? Our diary is perpetual, the leaves are good for any year and each month can be filed away, when filled, for safe keeping. It is bound in beautiful Morocco leather and is made in four convenient sizes. It can also be used as an appointment book.

LOOSE LEAF ADDRESS BOOKS



These books are also made in four sizes in the Morocco binding. The alphabetical index enables one to keep addresses in order for quick reference. New leaves can be added at any place in a moment.

BOTH ARE IDEAL GIFTS FOR LADY OR GENTLEMAN.

Manufactured completely in Canada by

LUCKETT LOOSE LEAF, LIMITED

539-543 King Street West, Toronto

CLP T

Leather Goods for



B



C



A

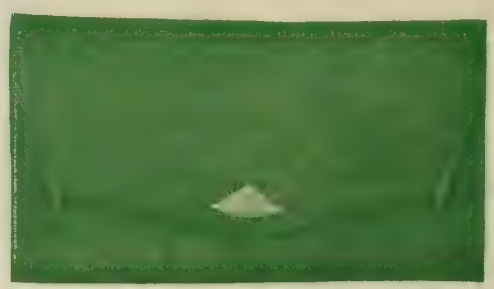
The Beauty Box

An Ideal Christmas Gift

We have produced four new types of beauty boxes. The three here illustrated are styles A, B and C. They open like miniature suit cases, revealing mirrors, change purses and, in the majority of numbers, several other fittings for the toilet.

The top is supported when the bag is opened with triangles at the corners so that the side which opens will not fall back so far as to permit the contents to fall out of the body of the box. The entire box is daintily lined and fitted with pockets for toilet articles, but the feature of the box is its splendid roominess and smart new oneside opening. Produced in black and all colors.

The prices range from $40.00 to $96.00 a dozen. When ordering, use letters under illustrations



3

Manufactured by



CANADIAN LEATHER PRODUCTS LIMITED

144 FRONT STREET WEST

TORONTO

Christmas Gifts

CLP T

Other New Lines
Ready for Early Delivery

Silk and Velvet Bags, $24.00 to $96.00 doz.

Lucille Bags, as illustrated, $27.00 to $108.00 a doz.

Music Rolls, $18.00 to $36.00.

Top-Handle Purses, $15.00 to $108.00 doz.

Strap-Back Purses, $8.50 to $36.00.

Bill Folds, Letter Cases, Collar Boxes.

Place your order early to be sure of getting complete assortments.





4.



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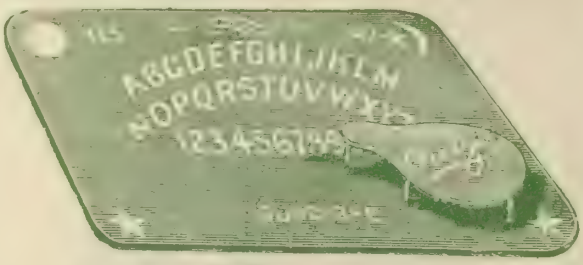
Manufactured by

CANADIAN LEATHER PRODUCTS
LIMITED

144 FRONT STREET WEST
TORONTO



Games for Christmas



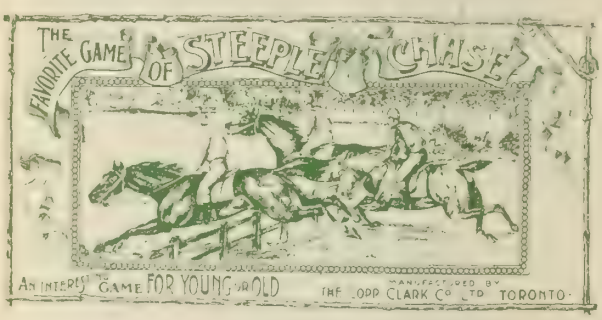
Parcheesi and Ludo

The most popular board game ever invented.

No. 1, size of board 12¾ x 12¾, retail	$0 50
No. 2, size of board 14¼ x 14¼, retail	0 75
No. 3, size of board 17½ x 17½, retail	1 25

The New Games This Year Are:

Baseball, No. 1, retail	$0 50
" No. 2, retail	0 75
Magic Circle, No. 1, retail	$0 50
" No. 2, retail	0 75
" No. 3, retail	1 25
Table Soccer, retail	$0 50



Fascinating Horse Race Game

No. 1, retail	$0 50
No. 2, retail	0 75
No. 3, retail	1 25



Loto

Sometimes Called Housey-Housey

Retail 50c

Most Wonderful and Mysterious Fortune Teller of the Age

Intensely amusing. Tells the past, present and future. Two or more persons resting their fingers upon the table cause it to move about, giving intelligent answers to any questions asked.

Made of highly polished hardwood, in box, with table and legs, retail, $2.00.



Ups and Downs

(Similar to Snakes and Ladders)

No. 1, retail at	$0 50
No. 2, retail at	0 75
No. 3, retail at	1 25

Halma

No. 1, retail..	$0 50
No. 2, retail..	0 75



40c Games

Authors, Lost Heir, Nations, Old Maid, Peter Coddles, Snap, Tiddley-Winks.

25c Games

Authors, Lost Heir, Nations, Old Maid, Snap, Dr. Busby.

15c Games

Golden Locks, House That Jack Built, Jack the Giant Killer, Peter Coddles, Snap, Old Maid, Authors.

Checkers and Checker Boards

No. 0, folding board, 10 x 10, retail	$0 20
No. 20, folding board, 12½ x 12½, retail	0 30
No. 30, folding board, 14½ x 14½, retail	0 40
No. 3½, folding board, 16 x 16, retail	0 75

Checkers, retail 25c, 35c, 50c, etc.

Pocket Folding Cribbage Boards

130 folding Rexine	$1 00
140 folding Leather	1 25
150 folding Rexine, with dome fastener	1 25
160 folding Leather, with dome fastener	1 50

THE COPP CLARK COMPANY, LIMITED

495-517 WELLINGTON ST. WEST - - TORONTO

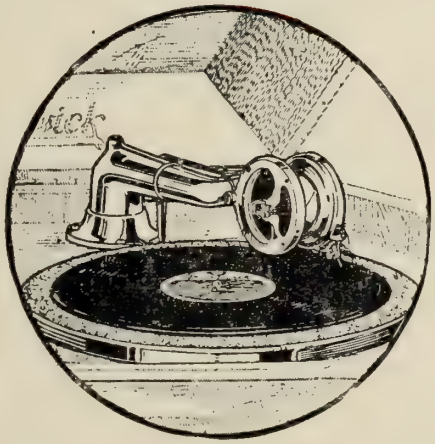
"I can sell a Brunswick in half the time it takes to sell any other phonograph"

That's what the manager of the phonograph department of one of the largest department stores of Ontario told us the other day. And many other dealers have said the same.

The Brunswick is the quickest and easiest phonograph to sell because of the exclusive features that make it truly **"All** Phonographs In One"—an instrument of perfect tone quality and versatility—the "Final Phonograph."

Two Exclusive Brunswick Features

that contribute to make the Brunswick the best phonograph merchandising proposition for you:



All-record, All-needle Ultona

THE ULTONA is an exclusive Brunswick invention which plays ALL records exactly as they should be played. By a mere twist of the wrist the Ultona is instantly adjusted to play any make of record with the proper diaphragm, the correct needle and the exact weight.



The Oval, *ALL-WOOD* Horn

THE ALL-WOOD OVAL HORN—built like a violin—is another exclusive Brunswick feature. Its oval shape and entire freedom from metal solve an old problem in acoustics by allowing tone waves to unfold in a way that is rich, mellow, and, above all, natural.

Brunswick
PHONOGRAPHS AND RECORDS

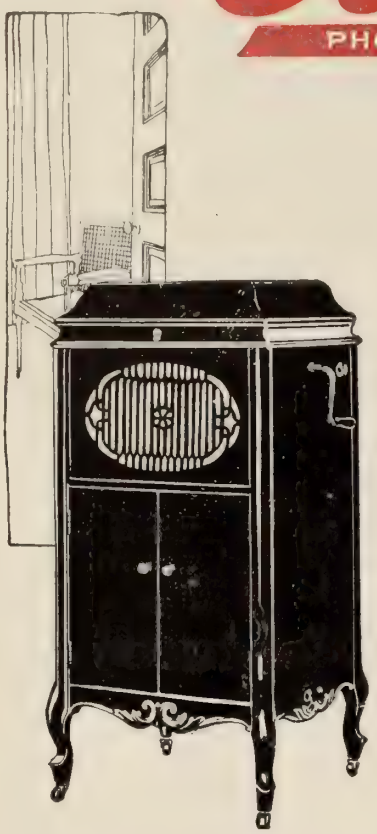
Made in Canada by the Brunswick-Balke-Collender Company—a concern which has been the recognized leader in woodcraftmanship for nearly eighty years.

The finest profit-proposition in the music trade. With this combination you can build up a phonograph and record department that will prove a winner from the start.

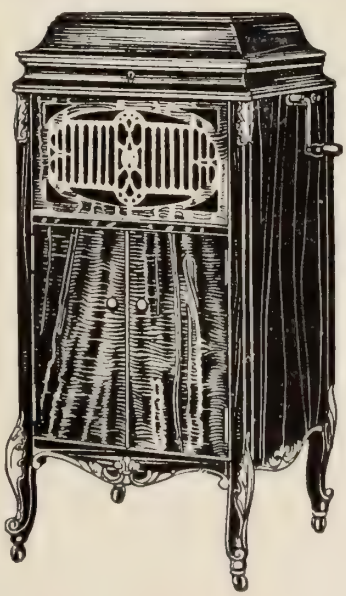
SEE OTHER SIDE

Brunswick

PHONOGRAPHS AND RECORDS



MADE IN CANADA



FILL IN AND MAIL US THIS COUPON TO-DAY. IT COSTS YOU NOTHING TO KNOW THE FACTS.

EXTRA EQUIPMENT INCLUDED WITH EVERY BRUNSWICK YOU SELL

One genuine Jewel Point for playing Diamond Disc Records.

One genuine Ceylon Sapphire Needle for Pathé Records.

200 steel needles for Brunswick, Victor or Columbia Records.

Automatically balanced lid.

Speed Regulator.

Automatic Stop.

Tone Modifier.

Effective Co-operation In Advertising and Sales Helps

Brunswick advertising in the newspapers and magazines is always striking and effective. We dwell with great strength and persistence upon the Brunswick's superiority in ***TONE*** and its exclusive ***ULTONA*** and ***ALL-WOOD OVAL HORN.*** People everywhere are talking about the Brunswick. The superiority of the Brunswick method of reproduction is everywhere realized.

In addition to the advertising placed from head office we supply you with a great variety of mats and stereos for your own newspaper advertising, attractive catalogs and special circulars, road signs, display cards, etc.

Get In on the Christmas Demand for Brunswicks

The few weeks before Christmas is always a harvest for Brunswick dealers. Why not get your share? The business is waiting for you. With Brunswick Phonographs and Records you can make your store the Mecca of Christmas buyers. Prepare now! Make up your mind to participate in Brunswick profits. Begin by sending us the coupon printed below and let us send you full particulars and price lists. Fill in and mail the coupon now.

COUPON

The Musical Merchandise Sales Co.,
Dept. B.S., 79 Wellington Street W.,
Toronto.

Without obligation you may send to the address below price lists and all other information concerning the special dealer's proposition on Brunswick Phonographs and Records.

Name .....

Address .....

EDITORIAL COMMENT

LIBRARY CONGRESS

MORE than ever before, the Public Libraries of to-day are doing active and most effective work in enlisting the interest of children in books and reading.

This is beneficial to the interests of the book trade as a whole and not the least consideration is the manner in which this missionary work is helping and will still further benefit business in the retail bookstores as the years go by. Special interest for booksellers attaches to the congress on boys' and girls' work, held in the Public Reference Library in Toronto on October 25th and 26th.

Among the speakers was Miss Clara Hunt, chief of the Division of Boys and Girls in the Public Library of Brooklyn, N.Y. Her subject was: "Library Work for Children—Does It Pay?"

"We are helping the boys and girls to grow up to be good citizens of our country," said the speaker. "I used to think that 'useful information' was the important side of the library work, but now I think that of beauty comes first. Children ought to have the green fields to play in, hills to climb, mysterious woods to explore, wild flowers and birds and the whole horizon of the blue sky, but we shut them up in cities, some in ugly tenements, without the beauty of cleanliness." So picture books and fairy tales had played a great part to give these children dreams of better things and a higher standard of living. Books of occupation had kept the boys off the streets; biographies, stories of history and travel, had raised their ideas. Dramatic work and debates had been conducted through the work of the clubs.

Booksellers throughout Canada should use their influence to have work of this nature carried on in the Public Libraries in their respective communities.

A FINE TRIBUTE

"That in the opinion of this Congress, it is desirable that, with a view to the encouragement of closer trade relations within the Empire, special efforts should be made to secure the wider distribution of trade journals throughout the Empire, and that more favorable postal facilities should be accorded by the various governments to this end."

The above is a copy of a resolution unanimously passed at the meeting of the British Chambers of Commerce held in Toronto. It was moved by Mr. Symonds, of the London, England, Chamber of Commerce, and seconded by Sir Thos. Mackenzie, former Prime Minister of New Zealand.

This important resolution stands out in bold contrast with the effort put forward by M. E. Nicholls, director of National Publicity for the Government at Ottawa, to legislate the trade and technical papers out of business. In spite of the opposition of M. E. Nicholls and J. E. Atkinson, of Toronto "Star," the Chambers of Commerce of the entire British Empire, composed of many of the best trained business and technical experts, has seen fit to pass this resolution, emphasizing the great importance of the specialized business and technical press to those who would better understand conditions in the various parts of the Empire. The incident again shows the need of our governments selecting men of clear-sighted vision to look after the country's welfare.

WILL HELP EXCHANGE

ECONOMISTS are counting upon seeing an appreciable reduction in the exchange rate on Canadian money in the United States after the marketing of Canada's stupendous agricultural crops of 1920, the gross value of which will exceed $2,500,000,000, an amount sufficient to wipe out Canada's national debt and still leave a nice little nest-egg for every Canadian man, woman and child.

The value of five coarse grain crops alone will total $1,250,366,000—an increase of 57 per cent. over 1919.

The per capita value of Canada's field crops in 1920 is $227 compared with $165 in 1919. The per capita value of the United States crop in 1919 was about $122.

The gross value of Canada's agricultural products represents an average of $3,335 per farm compared with $2,634 in 1919.

This showing augurs well for Canada's general well-being in 1921.

A STORE is judged in large measure by the sort of treatment the customer gets from the man or woman behind the counter.

News of the Trade

LUXURY TAX STAMPS

All retail merchants are now required to carry a sufficient supply of luxury tax stamps and use these for the collection of luxury tax on articles sold by them. Penalties are provided for those who fail to observe the new regulations by trading without a license and without using the luxury stamps on and after November 1. Supplies of the stamps have been forwarded to all banks and Inland Revenue officers and it is expected that the Collector of Customs in each district will have on hand sufficient of the perforating machines to supply every merchant in his district. No charge is made for the use of the perforating machine, but all merchants must secure a license, the fee for which is $2.

DEATH OF CHARLES E. WARWICK

The death occurred in Toronto on Oct. 14 of Charles Ernest Warwick, who was secretary-treasurer of the firm of Warwick Bros. and Rutter, with which firm he was associated since early manhood.

Born in Woodstock, Ont., fifty-four years ago, he came to Toronto when a lad and received his education at Upper Canada College.

He took a great interest in Zetland Lodge, A. F. and A. M., was a member of the National Club and the Ontario Jockey Club, and a Conservative in politics. In religion he was an Anglican and a member of Grace Church-on-the-Hill.

He is survived by Mrs. Warwick, three sons, W., W. M. and S. M., and and one daughter, Miss Helen.

NEW FACTORY

Ratepayers of Wingham, Ont., approved of a by-law granting a loan of $10,000 and a fixed assessment of $10,000 for seven years to the William Gunn Co., of Saginaw, Mich., which will operate a phonograph factory in Wingham employing one hundred persons.

The Dominion Envelope and Carton Co., of Toronto, will begin operations next spring in a new factory to be erected on a seven acre property near the Eastern Gap, purchased from the Harbor Commission. It is the intention of the company to erect a manufactory of 300 by 500 feet in dimensions, and a unique feature is that it will be a one-story building. At the present time it has two five-story structures on Duchess street, and the company finds that much time is lost in moving from one flat to another. With the erection of the new building and the whole working force on one floor the company hopes for increased output and efficiency. This is not altogether an experiment in Toronto. One or two other firms have tried this type of plant and found it successful. The company will employ 350 hands and perhaps more. The lease runs for 20 years and is on the usual terms fixed by the Harbor Commissioners.

A recent incorporation announced in the Canada Gazette, is that of "The McLagan Phonograph Corporation, Ltd.," Stratford, Ont.

P. A. Kennedy, Brandon, Man., spent three weeks in the East last month. He was accompanied by Mrs. Kennedy. Mr. Kennedy is Mayor of Brandon.

One of the resolutions adopted at the Dominion Trades and Labor Congress at Windsor, Ont., was that steps be taken to make union water-marked paper more available, distributing centres to be established at Winnipeg for the West and Montreal for the East.

EARLY SHOPPING

An association of merchants in the U.S. has had a colored card prepared for use of its members to remind patrons that it is to everyone's advantage to shop early this year for Christmas gifts. The card, which is twenty by thirty inches in size, is in poster style, with a portrait illustration of a pretty girl clad in fur, carrying Christmas purchases. Beneath it are the words: "Do Your Christmas Shopping Early."

HAS CANADIAN SECTION

Amongst British Chambers of Commerce established abroad, that of Paris is conspicuous for its enterprise in serving the requirements of British trade and industry, and, furthermore, it possesses a very active Canadian section.

The committee of this section is composed of persons themselves interested in trade with Canada, and consequently is in a position to supply all the requirements of Canadian members. The membership of the chamber is restricted to firms of British nationality; it receives no subsidy from the Canadian or British Governments, and carries on its most necessary work entirely through the subscriptions of its members. To enable the chamber to take up a firm position and thus sufficiently combat foreign competition, it very naturally deserves to continue to add to its membership.

Amongst other things it puts its members into touch with suitable agents in France, obtains information on the commercial standing of French firms, supplies exact customs classification of goods, notifies changes in French customs duties and proposed commercial legislation, communicates enquiries from French buyers of British goods, and, furthermore, publishes a very useful bulletin of information.

Applications for membership should be made to the secretary of the Canadian section, British Chamber of Commerce, Incorporated. 6, rue Halevy, Paris.

After you have sold the discriminating customer a good hair brush, a little talk on how to keep it clean and sanitary will be in order. Tell him to make a practice of washing the brush, and the comb, too, in a solution of disinfectant, a teaspoonful to a pint of water, once or twice a week.

LIBRARY NEWS

Renfrew, Ont., is to have a Carnegie Library. The amount of the grant is to be $16,000.

THOMAS McAULEY DEAD

Kingston, Oct. 23.—Thomas McAuley, aged 84, in business in Kingston for nearly fifty years as a bookseller and bookbinder, passed away this morning.

DEATH OF J. G. CLOKE

The death occurred in Hamilton on October 20 of John G. Cloke, who was one of the oldest booksellers and stationers in Canada, having been in the business nearly half a century. He was in his 69th year.

He came to Canada from England when sixteen years old. Before establishing the firm of Cloke & Son he was with the late John Eastwood, at that time a prominent bookseller and stationer in Hamilton.

Members of the trade will recall that deceased rendered good service to the trade as president of the Retail Booksellers' and Stationers' Association when that body was in existence over ten years ago.

THIEVES GOT KODAKS

Burglars have been operating in Kitchener stores of late, and J. C. Jaimet & Co.'s book and stationery store was not overlooked. The thieves cut out a pane of glass in a rear window on the night of Sunday, Oct. 17, and got away with over $300 worth of kodaks besides other small articles easily carried. The police were not able to apprehend the thieves.

Future Looks Good to All Westerners

Eastern Business Men Are Similarly Convinced When They Travel West—Impressions of A. R. MacDougall in Recent Trip.

MR. MACDOUGALL, head of the firm of A. R. MacDougall & Co., came home to Toronto in October, after a two months' trip through the Canadian West, with his faith in the merit of "Bookseller and Stationer" as an advertising medium fortified by what leading stationers in the West had to say to him about the MacDougall advertisements as appearing in this paper.

Mr. MacDougall said that he had found the business men throughout the West imbued with the utmost confidence in the immediate trade prospects and the 1921 outlook. They looked for gradual reductions in the market prices of many commodities but there was no indication whatever of any slowing up of business. On the contrary they expected that the enormous total returns in money from this year's Western grain crops, conservatively estimated at 700,000,000 bushels, would assure the very best business conditions.

Mr. MacDougall expressed the conviction that it would be a good plan for all heads of concerns to make trips through the West at reasonable intervals just to keep abreast of progress in that vast section of Canada. This would invariably strengthen a man's faith in the future of the Dominion.

To visit Edmonton, for instance, was to come face to face with the enormous development to come in that great territory of which Edmonton is the gateway. This, with many Easterners, was a nebulous prospect of the future but with Edmontonians it was an imminent eventuality. By going West people came to grips with the realities of the West and these realities and what they clearly indicated added immeasurably to faith in the great future of Canada.



This is a picture of the second prize booth at the Yarmouth County Industrial Fair, Yarmouth, N.S. It is the booth of E. J. Vickery, bookseller and stationer. The maple leaves used in forming the name are real, having been ironed and waxed.

BOOTH WON SECOND PRIZE

This month Bookseller & Stationer takes pleasure in reproducing a photograph which is an indication of the enterprise of one of this paper's oldest subscribers, E. J. Vickery, of Yarmouth, N.S. Recently Mr. Vickery sent in his 35th annual renewal subscription to Bookseller & Stationer.

This picture is of a booth which Mr. Vickery had at the recent Yarmouth County Agricultural and Industrial Fair. This display took first prize as a stationery exhibit and was awarded second prize in the competition for the best booth at the fair.

The maple leaves forming the name are real, having been waxed and ironed. Two shades of brown crepe paper were used for the ends and top of the display.

Regina, Oct. 28.—Strong protests against the use of stamps for the collection of the luxury tax have been forwarded to Ottawa by the Regina and Saskatoon and Provincial organizations of the Retail Merchants' Association.

The retailers regard this method of collection as unfair and unbusinesslike. It is believed to be unnecessary, since under the new system of licensing the merchants none can escape making returns and paying the taxes.

RUSKIN—"COMEDIAN"

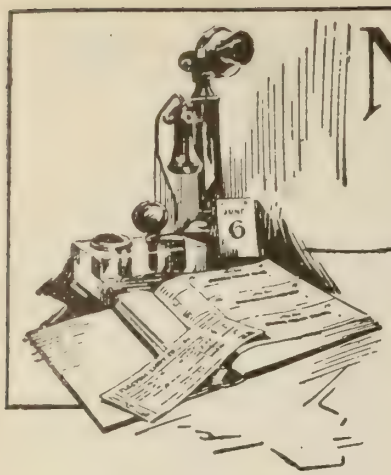
At an engineering school a student began to whistle at his work so shrilly as to rise above the turmoil of the lathes and mills.

"Stop that whistling!" demanded the instructor.

"But Ruskin praises the man who whistles at his work."

"Don't quote your music-hall comedian to me," was the stern reply.

Dundas, Ont.—Buchanan's Wallpaper Store is among the stores that promote business by means of newspaper advertising, good display space being used in the Dundas "Star."



Novel Schemes That Have Helped Business

STATIONERY "MENU"

Grand & Toy, of Toronto, do some good advertising both in the newspapers and in the form of circulars and folders of the latter an original Thanksgiving "invitation" told of their Fall spread of good things prepared to "satisfy" their customers, everything fresh and up-to-date. We do not intend to "hash up" something to try to please.

The following "menu" was given:

GRAND LOOSE LEAF LEDGER
With round back and perfect alignment of leaves
PENCILS
Blue Points, Etc.
FOUNTAIN PENS
Extra Dry
ENVELOPES GLASSWARE PEN-HOLDERS
Choice Cut
FILING SYSTEMS DESKS CHAIRS
Served in the Latest Styles
DESK CALENDARS
OFFICE DIARIES POCKET DIARIES
1921 Brands
TO ORDER
Letter Heads Special Blank Books
Loose Leaf Sheets
Cards Forms
Stephens' Writing Fluid Stafford's Copy-Ink Carter's Red Ink
CHARGE YOUR INKWELLS
Music by the E. & T. Rubber Band

WINDOW HINTS

People are inquisitive and they like to linger before the window in which goods are attractively shown. Keep your glass shining all the time. Don't put too much merchandise in your window at once, or too many kinds. Make it easy for people to concentrate on one line and get a definite impression. Window displays appear to better advantage at night than in the daytime. The lamps should be hidden from the view of the person outside the window, throwing their flood of light on the display.

In addressing the retail merchants' convention at Vancouver, C. L. Greer emphasized a point with regard to window dressing that is of first class importance to every retailer. He emphasized the proper placing of objects in the window. There are some ways you can place a cane, or a pencil sharpener that seem left-handed to the beholder.

"Try it out yourself," said Mr. Greer; "stand in front of your window and see whether the article looks as if you could take it in your hand right as it's placed, or would you have to put your hand over or around it to take hold of it? Details? Truly—but they make the difference between the window that has the pleasing appearance and the one that you can pick it out, but there's somthing wrong with it."

BOOK CONTESTS

At a meeting of the Canadian Literature Club, Toronto, recently, a vote was taken on "My Favorite Canadian Book," and the book that received the most votes was "The Golden Dog," by William Kirby.

Why should not contests like this be conducted by booksellers in their respective towns. Successive contests could be held covering different classes of books; My favorite book for boys; My favorite book for girls, etc. Try it out. It cannot fail to increase interest in books and promote sales.

WELFARE WORK

Large institutions are coming more and more to a realization of the value of promoting esprit de corps by means of welfare work within an organization. Many have their own clubs, athletic, social, literary, etc. An indication of good work accomplished in this direction is the "Service Bulletin," issued by the staff of the White & Wycoff Mfg. Co., of Holyoke, Mass., for circulation among employees of that organization. The current issue of this paper has 12 pages and it is full of good inspirational matter as well as news and gossip about employees of this concern. One feature of interest is the record of the artivities of the Employees' Mutual Benefit Association.

All this suggests that even in retail stores, especially the larger ones, this general idea can be put into practice. Store proprietors by encouraging this idea cannot fail to promote general efficiency among the employees.

An ignorant friend of mine took me to a show.
The orchestra played "Hail, the gang's all here."
He thought it was the national anthem, and he stood up!
And I did, too, gol-darn him.

Advertise Books for Comfort

Picture the Joys of Reading in Your Advertisements and Books Can More Readily Be Sold.

"EVERYWHERE have I sought peace," once, centuries ago, cried a venerated saint, "and found it nowhere save in a corner with a book!"

The "Piper" does not feel qualified even to attempt to say what the troubles were that harassed him. Beyond a vague idea that robber barons were no respecters of the cloth, and that in those more exuberant days devils used to invade the cloisters and were forced out only by holy water and ink bottles, his mind is quite blank on the subject. But the point is that from all the turmoil of his troublous age he found no peace "save in a corner with a book." There he sits in the "Piper's" imagination—benign and wise—almost a god. He wears the coarse robes of his priory, the sandals, cord and tonsure. The warm sun streams through the leaded windows and makes a yellow pattern on the flagged floor. There he sits and reads. What the book is, the "Piper" does not know—nor really care—but as he opens it the world is shut out. He reads even as we do to-day—to find peace and forget all his care.

To-day the "Piper" found the hours at his office harassing, the city streets noisy and sordid and rude. It rained all day—a tedious drizzle! That ogre of the decade—the H. C. L.—pursued him unpleasantly. The dinner at the club was poor, and there was a new piano player in his apartment house, but in a corner by his fireplace he opened the covers of a book—and found peace. After he had read a chapter he cared no more for the disturbances of the day than did St. Thomas à Kempis care for the devils and robbers of his.

With any one of many good new books included in the lists featured in this issue of Bookseller and Stationer many are the customers of every bookseller who could similarly settle down in perfect peace. The bookseller's part is to get these books and these people together and to accomplish that advertising in the newspapers with some such introduction as the foregoing will be found most efficacious.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers and Stationers in All Parts of Canada

THERE is great need for more "gray matter" being infused into many of the newspaper advertisements of booksellers and stationers. Newspaper space costs money but still we have the spectacle of space being absolutely wasted with Hallowe'en advertisements on November 1st, Christmas advertisements after New Year's Day and similar unseasonable announcements, either because the merchant forgets or is too lazy to change the copy.

Newspapers should keep hawk-like eyes on their advertisers to prevent just such advertising waste.

Then again there is need for more originality in advertising and less of the stereotyped style, such as:

"You are invited to inspect our stock."

There's no kick in that at all!

Start off with "pep!" If the advertisement is designed to direct attention to toys, for instance, it might take the form of a letter: "From the office of Santa Claus."

There might well be a series of these addressed to boys and girls, each successive letter including definite news about certain toys which the retailer is featuring for Christmas trade.

Each letter should have a signature of Santa Claus' name reproduced in script so as to make it more striking. It will be found that the children will take an immense interest in these letters from Santa Claus. The letters might well include brief news of old Santa's progress from the North Pole as he gradually approaches that centre of the universe —the little old home town!

Incidents could be worked in, such as mishaps to the reindeer or other minor delays. The parents will follow such advertisements every bit as closely as the children, and many's the laugh they will get out of them. By putting them in good humor in this manner the prospects of interesting them in the toys featured in the successive advertisements will be all the brighter.

The whole plan can be worked out in even small display space, and can be planned to deal with any other lines of goods for children, such as picture books for instance.

This will serve to illustrate what is meant by seeking to put originality in newspaper advertising.

The merchant should prepare all advertisements with the utmost care to make them productive to the largest possible degree, and publicity should be planned well ahead. Never wait until the very last minute and then be satisfied with dashing off something that is merely a space-filler. Make every advertisement count.

Winnipeg, October 7.—Under the heading "Stationery for Social Affairs," Russell-Lang's advertised these items in newspaper space six inches deep:—

FOR WEDDINGS. — Engraved or Printed, Wedding Invitations, Announcements, Wedding Cake Boxes and Enclosure Cards, Confetti, White Paper Bells, Place Cards, etc.

FOR DANCES.—5,000 Dance Programmes with numbered spaces for 15 dances. Many beautiful designs, 60c per dozen. Programme Pencils, 60c dozen.

FOR CARD PARTIES.—Bridge and 500 Score Pads, 15c and 25c; Tally Cards, 3c, 4c and 5c each; Playing Cards from 60c to $1.50 per pack. Note—Buy Playing Cards now and save the big tax of from 25c to 50c per pack. We are permitted to clear out our present stock without the big tax added.

JUST RECEIVED BY EXPRESS

Fresh supplies of dainty Birthday Cards, Birth Announcement Cards, Congratulation Cards, Anniversary Cards, Cards for "Shut-ins," "Bon Voyage" Cards etc., etc.

DAINTIEST PERSONAL STATIONERY

Large shipments of Crane's Notepapers, in bulk and papeterie form. Boxes from 75c to $15.00 per box. We have a wonderful "Family" Box at $1.50. Black Bordered Stationery, Black Bordered Acknowledgment Cards, Visiting Cards, etc., etc.

CHILDREN'S PARTY INVITATIONS

Nice new line. Boxes of 8 Cards, with Envelopes, 40c.

HALLOWE'EN NOVELTIES

Are being opened to-day. Paper Caps, Garlands, Crinkley Paper, in rolls, serviettes, etc., etc.

Mirror, Alta.—C. L. Suggett has been doing some good book advertising in display newspaper space. Here are quotations from one his recent advertisements in the Mirror Journal:

"We carry a large range of the Latest Books and the more popular reprints.

We have also a range of Paper Novels for cheap reading.

We carry practically all the popular Magazines."

New Glasgow N.S.—White's Popular Store, featuring stationery, fancy goods, wallpaper and picture framing, has been paying special attention to wallpaper in newspaper advertising. This store has the agency for a "wallpaper cleaner."

Turnbull's is one of the leading book and stationery stores of Hamilton, Ont., and the wallpaper department is an important branch of this firm's business. Recently liberal newspaper space has been used to advertise a clearance sale of wallpaper "to make room for new goods beginning to arrive."

A striking paragraph in one of these ads was:

"At the prices quoted below we will soon make lots of room, so come early and expect to get a real bargain. You will not be disappointed. Buy for Spring Now!"

Collingwood, Ont.—Brown's Book and Wallpaper Store has been conducting a special Fall sale. In the advertising, wallpaper got special attention and here is a significant paragraph from one of the wallpaper advertisements:

Sale of Manufacturer's Jobs

It will be a long time before you will be offered values such as are now on sale. It will pay you to buy new even if you do not use your paper until Spring. The new Spring Goods are going to be much higher priced than the wall papers now on Sale.

Oakville, Ont.—Grinham's Bookshop promotes children's trade by offering free balloons with each purchase of 15 cents or over.

Goderich, Ont. — Advertising "Fall Wallpaper," Porter's Bookstore, of Goderich, included this appeal in a recent advertisement:

"Right now, when rugs are up and the house is disarranged generally, have those rooms repapered and brighten them up for the winter."

Collingwood, Ont.—Brown's book and wallpaper store in newspaper advertising features picture framing, telling people about "new mouldings here for Christmas framing," and advising them: "Have your framing done now."

Toronto, Ont.—One of the big department stores in a recent advertisement had this paragraph about toy trains. Appeals of this nature awaken interest and make sales. The reduction need not be very great. The odd price does the trick:

"What little boy does not just love a trian? Then here is a chance to delight him with a miniature train at an especially favorable price. These trains, which consist of engine, tender, and one car, together with four track lengths which make up a circular track system 18 inches in diameter, have been especiallv marked to clear at $1.95 on Wednesday. The engine and cars are made of sheet metal, stamped and decorated in a very realistic style."

Attractive Store Sells More Goods

Value of a Good Store Front and Attractive Interior Arrangement —Something About Window-Trimming.

IN some towns the stationery stores are among the most attractive of all the retail establishments, while in others the reverse is the case. The writer has in mind, too, Ontario towns about ten miles apart, one of these towns illustrating the progressive type of store and vice versa. Each has a wide reputation among travellers representing houses selling goods to booksellers and stationers, these reputations being in accordance with what has been said, and it is significant that the retailers in the good appearing stores sell far more goods than do those whose stores are slip-shod in appearance.

Common sense would suggest that the exterior of the store no less than the interior should appeal to the public and convey to the observer a favorable impression. A clean, unobstructed pavement; a tasteful, prosperous looking front, an attractive entrance—all these are most important factors in giving to the store an individuality that should appeal favorably to the passerby.

After this has been secured, no less care should be taken to still further create a favorable impression by making the interior worthy of the exterior presentment—that the floors, walls, fixtures, decorations and even the merchandise should harmonize in a general tone of unobtrusive richness. The development of what may be considered artistic storekeeping has had the effect of training the public to appreciate the appropriate, the beautiful in arrangement and environment and to look with disfavor upon the crude and inartistic.

The Value of Good Fixtures

Many merchants have the idea in their minds that rich looking and artistic fixtures are an unremunerative investment, arguing that as the majority of their customers are not recruited from the wealthier class the appearance of the store is not a vital matter. This fallacy arises from a wrong estimate of human nature, for what might be termed the middle, or even the artisan, class is just as keen in its observance of a well kept inviting looking store, and is just as appreciative as those customers of a higher social station.

Every-day experience conclusively proves that the business value of handsome and appropriate fixtures, and the argument of competition, if no other consideration, should direct the attention of merchants to its importance.

Merchandise always looks better and more inviting when displayed in rich looking cases or on handsome fixtures and helps considerably the sale of the merchandise thus shown.

The most important part of the store, and one which should command the most careful attention in the store, are the windows. Yet many storekeepers, particularly those in the smaller towns throughout the country, fail to realize the value to their business of well dressed windows. More often than not this important part of their business is left to some clerk having no knowledge of window dressing and who consequently works with only a half-hearted interest.

Compare the action of stores of this character with that of the large city department stores. The proprietors of these immense establishments consider the business-bringing value of their windows of sufficient importance to employ window dressers, or display managers as they are sometimes called, at large salaries. If it pays these great merchants to devote their time and money to this important detail, does it not stand to reason that it will pay the smaller merchant?

If the latter would select a young man with some natural ability and give him charge of the window or windows and encourage him to study its trade-bringing possibilities, it would not be long before he would begin to take a personal interest in his work, and a decided improvement in the appearance of the windows would soon become manifest. He should be encouraged to change the display as often as possible, for a change in windows will be found to be a trade stimulus without an equal.

Making good use of the show window rarely calls for any extensive use of time or money, but it does require forethought and careful consideration. It should make first of all a distinct and concrete impression. There should be a balance, as in advertising copy, rather than mere static symmetry.

The Traveller is a Highly Trained Specialist

The Retailer Can Obtain First-Hand Information from One Who is Best-Equipped to Give It, If He Will Give a Little of His Time and Courtesy to the Man on the Road

IF WE go back just a few years in the history of the retail trade we can find a time when it was the ordinary thing to treat travellers shabbily. Today the man who walks into a retail store to sell is one of its most welcome visitors. This, to a considerable extent, is the result of the travelling man's own efforts to make himself of invaluable service to the trade.

The representatives sent out by manufacturers and wholesalers are as a class a fine body of men. They are intelligent, earnest, energetic and painstaking. They have a wide range of experience because they cover broad territories and exchange ideas with live business men. The big men in the trade to-day realize the great benefit derived from talks with travellers and probably this is the very reason why salesmen find that the bigger and busier the business man, the more courteous and considerate he is. The small retailer is much more likely to offend than the executive of a large firm.

The retailer who takes the trouble to listen to the salesman finds that many useful hints are often dropped even though no sale is made. The travelling man just at this time, for example, knows if it is advisable to stock heavily with certain lines in view of a possibility of a fall in price. In the important matter of window decoration he has a big store of information derived from the hundreds of windows he sees in his daily life. And where is there a live representative who cannot find a clerk for the vacancy on a merchant's staff?

It is not a waste of time to spend a few minutes with the man who sees successes and failures and the causes for both every day. The salesman is abreast of the times and the merchant who is courteous towards him keeps abreast of them too.

SAVE THE TRAVELLER'S TIME

In these times when conservation is essential to our national welfare, why not adopt a rule for the conservation of travelling men?

Why keep a travelling man hanging around your store for hours waiting for a chance to talk to you, when, in all probability you could finish your business with him in five or ten minutes?

One of the things that add to the cost of doing business is the high cost of keeping salesmen on the road.

If you don't believe it, ask the travelling man who comes in what his expense account was for the previous week.

Help the travelling man conserve time. He will appreciate it. And it won't hurt you a bit.—"The National."

Why Booksellers Should Organize

An Instance of How Trade Suffers from Lack of Organization—Conventions Would Be Source of Inspiration and Profit—A Stationers' Trip to a Convention and What He Learned There—Rank and File of Trade Must Be Convinced of Benefits of Team Work.

A STRIKING incident showing the need of organization on the part of booksellers and stationers in Canada is brought prominently before the trade by another article in this issue on the observance of Children's Book Week in the United States, November 15 to 20. The article in question gives a few details with regard to methods that are being employed by the Trade Association to promote the success of this movement, and any bookseller having the interests of the trade at heart and reading the excellent publicity propaganda and methods employed by those in charge of this Children's Book Week campaign cannot help experiencing a feeling of regret that there is no trade organization in Canada to take advantage of the excellent example set by our confreres over the border and to carry along a similar campaign for the benefit of Canadian booksellers. Bookseller and Stationer has for years past never ceased to impress upon the trade in this country the need of organization, the urgent need of the cultivation of the get-together spirit and the necessity for team work if we are ever to hope to secure the advantages which practically every other line is securing from the benefits of association. At no time have the benefits accruing from trade organization been more apparent than during the past two or three years. Time after time legislation has been modified or cancelled when it has been shown by the officials of this or that trade association that its provisions would bear unfairly upon the interests of the trade or industry concerned.

One of the chief sources of inspiration and profit which is inevitably the result of organization among the members of any particular line of business is the conventions which are arranged and held from time to time for discussion of matters in which the trade is interested.

The advantages to be derived from attending a retail merchants' convention are not sufficiently appreciated by the average store keeper. "I haven't the time," or "I cannot afford it," are expressions frequently heard when discussing this subject.

Meaningless expressions these, when you come to think of it! What have you not time for? No time to listen to what some of the most successful men in your line of business can tell you? No time to pick up hints on a hundred and one subjects that are most vital to you in running your business? No time to hear how others have made money by methods which you can copy with equally satisfactory results?

The fact is if you hope to be a successful man to any extent in your own line, you cannot afford to stay away from these conventions. Here are one or two points a stationer gathered at a convention recently. It was his first appearance at one of these functions and he has expressed his determination never to miss another if he can help it.

People Do Things From Force of Habit

This was one point that was borne in upon him. For instance, one man picks up his morning paper and the first thing he turns to is the editorial page, another will make straight for the stock market quotations, others for the weather forecast, and still others will turn to the back page for the Goahead Co.'s advt. They know that this ad. appears on the same page every morning, and if it pays a successful firm to keep their ad. to the same page, the average man may take it for granted there is something in the idea.

Another point brought out was that ten men fail in business from advertising too little to every one that fails because he advertises too much.

It did not take this merchant long to decide that it would pay him to take a reasonable sized advertising space in the daily issues of two widely read local papers. And he further stipulated that this ad. should always occupy the same position in the same page of the paper. Incidentally he selected the Personal page as being the one most likely to educate people to look for and read his publicity.

Do Not Crowd Your Windows

That window displays should not be crowded was another point which seemed to be generally accepted. This was contrary to this man's ideas, which had always tended in the direction that the more different things you could put in the window the better. The arguments, however, which he heard at the convention convinced him that his former ideas were wrong and that a crowded window does not make a clear-cut impression on the mind. On the other hand if a few articles are attractively displayed the impression is distinct and not likely to be forgotten.

Invisible Window Lighting

And the preconceived idea he had was that bright lights in a window are very attractive. Here again the arguments he heard convinced him that light attracts, but that a light will attract the gaze and hold it, and so an exposed light in a window is not a good business proposition. There should be plenty of light, but its source should not be visible.

One speaker at the convention spoke of the necessity for a man to have plenty of vitality, ample sleep and good health if he were to be able to make full use of every minute of the day.

The convention of which we are speaking was one held by a general retail merchants' association. One point mentioned may not concern every bookseller in its direct application, but on general principles it affects every tradesman, no matter what his vocation.

The point referred to dealt with weights and measures. Many storekeepers who have never given any thought to the matter make it a habit to give just a little over the correct weight in weighing out any commodity. One speaker at this convention worked out figures on the basis of the retailer giving half a cent's worth extra value on each transaction. The total for ten years was astounding, and would undoubtedly cause any merchant to think twice before continuing any such unbusinesslike methods as were here mentioned, and to which he may have been accustomed.

Other subjects dealt with were methods of calculating profits, hints on window dressing, the necessity of marking prices on goods displayed, cash and credit systems, with all of which this stationer was more or less acquainted, having read articles on them in Bookseller and Stationer, but never, he declared, had the necessity of giving them attention appealed to him with such force as when he listened to the actual experiences of his fellow tradesmen.

Now, if a stationer can attend a convention of retailers in general and derive the benefit which this man declares he has derived from his attendance, does it not stand to reason that from a convention composed especially of men in his own line he would derive a still greater benefit?

The trouble seems to be in this matter of organization that every one is content to let some one else do the work. There are a few enthusiastic members in the trade, but their enthusiasm avails little unless it is backed up by the support

(Continued on page 69)

Children's Book Week in Canada

"More Books in the Home," the Slogan—American Booksellers' Association Will Co-operate with Canadians to Help Along the Idea in Canada—Many Helpful Suggestion Here Offered.

REFERENCE was made in the last issue of Bookseller and Stationer to the fact that the observance of a book week for children was being planned in the States, and suggestions were made as to various methods which might be adopted to carry out the same idea in Canada. Since the publication of the article referred to, Bookseller and Stationer has received an extremely helpful letter from Frederic G. Melcher, chairman of the general committee of the U.S. association, stating that the idea is going tremendously well across the border and that his association will do anything in their power to assist Canadian booksellers in carrying out a similar observance of children's book week in this country.

Mr. Melcher also forwards samples of the various publicity material which is being used by his association, and very kindly states that they can spare a limited number of posters for use in the area covered by Bookseller and Stationer.

The united thanks of the Canadian trade are due to Mr. Melcher and his association for this generous offer. The poster in question is about 22 inches high by 15 inches wide, and is headed "Children's Book Week, November 15th to 20th, 1920." It is printed in colors and represents a boy and girl engrossed in studying volumes which have been selected from a large bookcase in the background. At the foot is the slogan which has been adopted on all publicity material used in the campaign: "More Books in the Home." The poster would constitute an artistic display for any bookseller's window or interior of the store. There is also a window sticker in two colors, 26 inches long by 7 inches wide, containing the same wording as the poster.

Write for Posters

Any readers of Bookseller and Stationer desiring to take advantage of Mr. Melcher's kind offer should write to the Children's Book Week Committee at Room 212, 334 Fifth Avenue, New York, mentioning this paper, and he will accommodate them as far as is in his power.

Various other methods of publicity are being adopted, which, as they will be of material use to any booksellers who are organizing an observance of children's book week in Canada, we are describing in detail herewith.

For Club Meetings, Etc.

For distribution to club meetings, schools, libraries, etc., a leaflet 8 inches by 3½ inches has been printed which reads as follows:

"WHAT IS CHILDREN'S BOOK WEEK?"

A joint, annual effort to encourage the love of books among children and the discussion of children's reading in our communities. Booksellers, Librarians, Boy Scouts, Women's Clubs, Educators throughout the country are giving organized co-operation in bringing this discussion before the people.

"HOW CAN WE HELP CHILDREN'S BOOK WEEK?"

By assisting local librarians and booksellers to get attention to their book exhibits, story hours, talks and other features; by urging local clubs, schools and churches to take part in the week; by asking moving picture exhibitors to show children's book films during the week; by enriching the personal libraries of our children during

CHILDREN'S BOOK WEEK
November 15th to 20th, 1920

Small stickers for use on envelopes have also been printed depicting a child seated on the floor and surrounded by books, and underneath the same wording as on the poster.

Newspaper Publicity

Letters have been written to the editors of various newspapers enclosing suggestions for an editorial announcement as follows:

"MORE BOOKS IN THE HOME"

"Among the people who are interested in children and in reading, Children's Book Week has come to be an annual November event. The public libraries, the book dealers, the women's clubs, the schools, the churches, the movies, boy scouts, and other institutions and organizations concerned with children are all combining to give children a chance to read good books and to own more of them.

"The books that children take home from school and from the public library are often the entering wedge of Americanization (Canadianization) into the homes of the foreign born. Books owned by children are often companions through life. Many great men admit their debt to books read in their boyhood. In hundreds of cases books have furnished the first vision of deeds to be accomplished and worlds to be explored.

"The schools have perhaps the greatest opportunity of all for making Children's Book Week a success, not only because they touch all the homes in which children live, but also because of their realization of the importance in life of the love of books. In class-room discussions of books, in special assembly periods, in co-operation with local libraries, bookdealers and clubs, the schools are urged to take part in Children's Book Week, November 15-20, 1920. Manual training classes can take part by encouraging the making of "home-made" bookcases. Boys will delight in making these for their own rooms and for different members of their families. The bookcases will be incentives to the building up of home libraries.

"An attractive poster in color, painted by Jessie Willcox Smith, can be obtained from the Children's Book Week Committee, Room 212, 334 Fifth Avenue, New York City."

Practical Hints for Storekeepers

Here are some valuable hints as to what the storekeeper may do to promote success of the movement:

Get everyone in the store full of your interest in Children's Book Week. Plan for the best and most competent sales force that the children's department has ever had. Arrange for special salesmen's study on children's books.

Get in touch with the English teachers in the local school and get them to co-operate with the librarian recommending an outside reading course for children. Carry the books which comprise this reading course on a separate shelf clearly indicated.

Make the children's department look different from the rest of the store and separate from it.

Be sure to have a carefully planned window display and freshly trimmed counters for the juvenile week. Have a story book in the window, if it is a large one.

Group books on the counters to make selections easy: For girls, for boys, for littlest ones, for scouts, the finest picture books, etc.

Relegate the usual displays to a less conspicuous place during the week.

Get some prominent person to lend to the bookstore the books which comprised his library when a child, and have these books on display.

Be sure to have plenty of stock to meet all sorts of demands in quantity and variety. Children's Book Week will be followed immediately by the big Christmas rush.

You are building up a reputation for service, be sure and give it.

Publicity

Advertise that you will give away a bookmark, list, set of bookplates, or some souvenir connected with books to every child who comes into the store during the week.

Have an attractive "Children's Guest Book." Get the children to sign their names, addresses, ages, and birthday dates. Use this mailing list for sending out a souvenir and advertisement on the birthdays. Would be a valuable mailing list for years, following the children into adult reading.

Selling

Mark stock with plain prices so that customers will experience the minimum delay in buying. This will demonstrate to new book-buyers how simply and quickly the purchase of a book can be made in comparison with the purchase of any other article for a child. Have well planned facilities for wrapping, etc.

Take orders for anything the customer wants which is not in stock. If unable to get the book yourself, address the big jobbers. Never say to a customer, "We can't get it," until you have tried every possible method.

Urge all grown people to get the habit of purchasing one book a month or oftener for a child's library.

Emphasize the fact that juvenile sales should be made at all times and not merely for birthdays and holidays. A book may be given to a child as a reward.

A phonograph may add liveliness to a child's corner and be used in connection with "Bubble Books."

Have children's book plates for sale; it stimulates the desire for personal ownership. If feasible, have a special children's book case for sale in the department; it increases the interest in the child's own library.

Make the parent's and child's problems yours. The cultivation of a child's friendship and interest is quite as important as that of his parent's. This suggestion is unnecessary for people who are fond of children.

In your conversation with a prospective buyer always emphasize the personal relationship as much as possible. Find out whether the purchaser is buying a book for his own child and if so always say in your conversation, "Your boy" or "your girl."

Always try to find out what the child has read in just the same fashion that you try to find out what the adult customer is interested in before you try to make your sale to him.

The most vital thing of all is care in the selection of juvenile salespeople, who must be not only fond of children but able to meet them on their own ground, to be interested in the things they are interested in, and to discuss these interests with them quite as gravely as they would the interests of a grown person.

Do everything you can to make children come to bookstores and want to own books. They are your customers of today and they must be your customers of to-morrow.

Build on the foundations of intelligent helpful service and resolve to make the selling of children's books a year round practice in your community.

IN TORONTO

Members of the trade will recall the references in Bookseller and Stationer to the annual exhibition of children's books conducted by the Toronto Public Library in previous years. This year this is going to be a more comprehensive undertaking than ever before in line with the Children's Book Movement in the United States, which is being so aggressively put across over there.

Under date of Oct. 27 the following letter came from Dr. Locke, the chief librarian, who instituted this children's book promotional work in connection with the Toronto libraries seven years ago:

"The Children's Book Week is going to be put on in Toronto, beginning December 1st. We have made arrangements with the publishers and booksellers and we are taking the lead, as we have for the last seven years. We are not following the American Book Week in any way, except in suggestion, because we have had a book fortnight for seven years. This year we are taking advantage of the general movement throughout the continent in favor of making a week of it and so we have notified all the publishers and book sellers in the city that we propose to take the matter up and have received from them very hearty endorsation. We are acting, of course, in their behalf, as well as in behalf of the public, because we do not sell any books and our only interest is to see that people purchase them in large quantities—and purchase good ones."

For Publishers

To 40 publishers of juvenile books the following circular has been sent:

"Our special slogan this year for the booksellers is: "Get the Children into the Store during Children's Book Week." We are urging dealers to make the children part of "live" displays, so that the grown-ups will see the children with books. Purchases will be inevitable.

"In order to get the children into the store, dealers will have to offer inducements; souvenir book marks, book plates, attractive lists; an author's presence; guest books in which the children may write their names, ages, addresses and birthday dates (the dealers to use these as mailing lists for follow-up souvenirs and advertising), etc. These special souvenirs and talks, if well advertised, will bring the children in.

"This is where the publishers' help is needed, and where attractive advertising will count. Some of the publishers have already indicated their intention of printing attractive special book marks for distribution. The general committee for Children's Book Week will print copies of a plan for a home made bookcase for general distribution to boys. We think that if the boys make bookcases for their own rooms, their sisters' and their mother's rooms, purchases of books will follow.

"Will you not put some of your best advertising into this? Please let us know what you can do, and send us samples of the material you prepare for the trade.

"Please let us know, also, which of your juvenile authors can be counted on to talk in the stores throughout the country."

Various other methods have been adopted to promote the success of the Week, among which may be mentioned:

In the Bookstores

Special inducements will be made to get the children, as well as grown-ups interested in children, into the bookstores during the Week. The publishers are co-operating in furnishing book marks, book plates and other souvenirs to be given away; authors will be in the stores to meet the children. Special tables and displays will suggest gifts for children. Bookcases that boys can make at home will be exhibited, and working drawings given to boys.

In the Libraries

Exhibits of books recommended for children of different ages and tastes will be held. Librarians will advise parents in book selection. Special story hours will be held for the children.

The Women's Clubs

Many of the clubs are devoting their November programmes to discussions of children's reading. The libraries will have exhibits of books at these meetings. In many cases, librarians or authors will speak. At state federation meetings, space on the programmes will be given to outline of plans for the Week, folders will be distributed and exhibits of books will be shown.

The Schools and Churches

Reading for children will be especially emphasized in many assembly hours and classes in schools, and in sermons. Children's reading as a home occupation for Sunday can well be featured in churches and Sunday schools.

The Press

Magazines and newspapers will be urged to give attention through special articles and editorials, in October and November, to the general subject of children's books. Authors will tell of the books they liked when they were children; of the books they have written for children; of their homes and their own children's reading, etc.

The Movies

Children's book films will be shown during the Week. Motion picture theatres will be urged to show the slogan: "More Books in the Home," in connection with their films. Bookstores and libraries will feature the books screened.

Children's Book Week will be an opportunity to enrich children's home libraries not only by actual gifts of books but also by a greater interest in children's reading, and a wider discussion of the value to children of the love of books.

The suggestions contained in this article should afford booksellers a plentiful field for the selection of propaganda and publicity for the successful promotion of a Children's Book Week in Canada.

In conclusion we cannot do better than quote Mr. Melcher's own words as to the "Why" of a Children's Book Week:

Why a Children's Book Week

"Everyone believes that children should grow up among books — plenty of books, the best of books — yet this great boon is lost to ever so many boys and girls whose parents intend to give them every advantage. Parents forget about books, leave their purchase to chance gifts, or hesitate for lack of offered guidance in selection.

"Everyone remembers how, when Tinker Bell was dying, Peter Pan came to the front of the platform and called to the audience, 'Oh! Do you believe in fairies?' and we all leaned forward in our seats and said, 'We do,' and Tinker Bell was saved. Well—here are we on the front of the platform saying, 'Do you good people believe in more books for children?' and we rather hope to hear the parents say, 'Yes, we do.'"

TEXT BOOK SHORTAGE

Teachers in convention in different county associations have been voicing complaints regarding the shortage of school text books. For instance at the South Renfrew Teachers' Institute in session at Renfrew, Ont., on Oct. 15, a resolution was unanimously adopted urging the Department of Education to do something to relieve the shortage of text-books.

Complaints were made that in many schools the supply was not equal to the demand and when the pupils were without books it was impossible for them to make progress. Consequently the reputation of the teacher suffered. Objection was also taken to the frequent changes of textbooks as unfair to school children, parents and dealers. It was reported that local booksellers would refuse to handle school books, as they were so often left with dead stock on their hands when changes were made.

Inspector McNab explained that the shortage of books was caused by the paper scarcity and that neither department officials nor publishers were to blame. When conditions become normal again, he added, the situation would right itself.

FREE TEXT BOOKS

Commencing next September, 35,000 public school pupils in Winnipeg will be supplied with free text books. The total cost of these books is expected to approximate $83,500. This amount, however, should be materially reduced by the re-issue of books handed in by old pupils next June.

Including the assistant superintendent and the superintendent's secretary, the executive officers of the Winnipeg school board have been appointed to a special committee to inquire into and submit recommendations as to the method of purchase and distribution of the books.

NEW TEXT BOOKS

From the University Tutorial Press comes "Mathematics for Technical Students," by Haler and Stuart, extending the first course so as to provide a three years' course on the subject.

"A Laboratory Manual of English Literature," by Stanley Oldham, comes from the World Book Co., of Yonkers, N.Y. This book teaches English composition by the inductive method. Aims to make the student an independent worker. The plan and method of the book make the assignments in English composition as definite as the assignments in mathematics. Gives emphasis to investigation, the collection of material, and the outline of the theme or composition as necessary elements in writing. Due attention also paid to oral work in English. The book explains its object without placing upon the teacher an additional load of written work to correct. Can be used with any of the standard rhetorics for either a two-year or a four-year high school course.

Scatter Sunshine With Greeting Cards

How Dealers Can Promote Greater Interest and Develop Increased Sales This Year.

PROBABLY the most uncomfortable creature in the world is the one, who on Christmas morning receives a number of cards from people whom he—or she—forgot to remember.

Stationers, by impressing the probability upon their customers will find that they will by that means be able to considerably speed up greeting card sales.

This Christmas, more than ever before, greeting cards are going to be in vogue.

Good form is largely a matter of doing the right thing at the right time. That is why the sending of greeting cards has come to be a matter not merely of good will but of good form.

Ages ago the lords and ladies of the land began the use of hand illumined cards to carry the season's greetings. If all the goodwill which has been created by greeting cards throughout these years could be accumulated, there would be a quantity of it sufficient to offset the ills of the world for a long, long time.

Retailers should point out to their customers how easy it is to forget different relatives and friends who should be remembered at Christmas time. The best plan is to start at once to keep a notebook, including in it every one to whom it is desired to send a greeting card. The telephone book is very handy to make sure of an address about which one is in doubt.

With greeting cards, as with everything else, the early shopper gets the cream of the stocks to choose from, therefore early shopping should be urged.

Some good suggestions to the general public regarding the making of plans in advance to assure remembering everybody are contained in a booklet issued by the Greeting Card Association. Here are some extracts from it:

"I have learned my lesson. It is this. The people who always do the right thing at the right time — these people we come to love for their constant acts of kindness — who are always known for their thoughtfulness — these people aren't inspired. They don't act on the impulse of the moment. They simply use forethought. They are always thinking ahead about ways of showing their goodwill to others.

"It was last Christmas morning that this came over me, when the postman handed me dozens of Christmas cards from friends to whom I had entirely forgotten to send cards. I was so mortified that then and there I made a vow.

"And to-day, long before Christmas, I have made up my list of friends to send cards to this year. First, every one who sent to me last year, for I had pasted every card I got into a book, with the address of the sender.

"Then I got out my old school class book for the friends of long ago. From the local telephone book, year books and other lists I got the addresses of neighbors and acquaintances.

"I'm sure I haven't forgotten a soul. And what a relief it is to know that it's all done way ahead of time, that all the addresses are right and that I can go out now and buy just the appropriate card for each person.

"And this year there won't be in my mail any cards from people I forgot to remember."

All this is good inspirational matter for Canadian stationers to pass on to their customers. Much of this matter could be used effectively in advertising space in the newspapers.



Books

READ MORE HISTORY

If activities of women's clubs become widespread in the direction indicated by the proceedings at the last meeting of the American Women's Club of Toronto, there is a prospect of a widened sale of books of history. At this meeting Mrs. E. Scott Nasmith emphasized the fact that citizens of the United States and Canadians had the same forebears, and dwelt on the many points of similarity. She made a plea for the reading of history, of English history, because of the traditions there which concern United States citizens and Canadians alike, and of that prince of historians, Macaulay, from whose works she read several selections.

She made a plea also for community work and urged her listeners to become "block" workers in their own districts among their own neighbors. Community centres are not necessarily in downtown districts, but in any section where opportunities present themselves.

A "NOVEL" IDEA

W. P. Baker, literary editor of the Syracuse Post-Standard, moved by love of good books and the desire to spread the knowledge and the love of them, has instituted what he calls a "Shelfless Library"—which means that when he finds a book that strongly appeals to him, instead of keeping it, he gives it to someone who, he thinks, will appreciate it, together with a paper slip, measuring about six by four inches, and bearing this agreement at its top: "The Rules of the Library are These: The borrower agrees to put this book on his reading table, not on his bookshelf, and to read it without delay. He agrees when he has read it to pass it on to a friend who, he believes, will be interested." Below are written the names of those who read the book as it is passed along. Mr. Baker often has letters from those who read and circulate these volumes which he starts upon their travels and he says it is remarkable how far they go and how many readers they have.

WELLS IN RUSSIA

H. G. Wells visited Moscow, Russia, in October, where he was greeted by a deputation of authors headed by Maxim Gorky. Mr. Wells declared he did not doubt that Russia was on the eve of a noble future, but that the Russian and British characters were very different and that the two peoples could not achieve their purposes by the same methods. "Your road," the Moscow despatch reports him as saying, "is toward communism, ours is toward collectivism."

ROBERT WATSON

Robert Watson, who is on the staff of the Hudson's Bay Company at Vernon, B.C., is a Scot who came to Canada some years ago. He has followed up "My Brave and Gallant Gentleman" and "The Girl of O.K. Valley" with this year's "Stronger Than His Sea," which has all the dash and go, the skilful presentation of lively incident, the vivid portrayal of unique character, and the compelling charms of intermingled love and mystery of the previous Watson stories. But in addition, the author has excelled himself in the abundance of quaint, rich, and even rollicking humor.

The adventures and escapades of Sandy Porter, left "the man of the family" at the tender age of six; his career through boyhood, youth, and young manhood, show his persistent striving in the face of difficulties until he wins out and proves himself "stronger than his sea." The setting is partly Scotland and partly Canada.

MARSHALL SAUNDERS

Marshall Saunders' early home was Halifax, Nova Scotia, her father, the late Rev. Dr. E. M. Saunders, being himself a writer of considerable reputation. For some years Miss Saunders lived in the United States. She also travelled widely in Europe and elsewhere, but now makes her home in Toronto. She is best known for her great juvenile, "Beautiful Joe," which put her in the "million class." Another story somewhat similar is her new book "Bonnie Prince Fetlar," in which a Shetland pony tells his own story. In the maturity of her art, Miss Saunders has written with singular vivacity and charm. Into its pages is crowded all the wealth of sympathy and understanding of animal life which has everlastingly endeared her to animal lovers, young and old, the world over.

JERRY-BUILT YARNS

William MacLeod Raine, author of "The Big-Town Round-Up," in discussing the Western novel at the annual meeting of the American Library Association, admitted that many stories of this type were jerry-built, constructed according to formula and furnished with stage properties of wooden cowboys, gunmen, etc.;

BEST SELLING BOOKS IN CANADA

Fiction

The Top of the World. Dell.....	212
The Devil's Paw. Oppenheim	164
The Valley of Silent Men. Curwood..	148
The Heart of Unaga. Cullum	128
Everyman for Himself. Moorhouse...	101
The Man of the Forest. Grey.....	84

Non-Fiction

A Straight Deal. Wister	96
Now It Can Be Told. Gibbs.....	90
Letters of Donald Hankey. Miller...	60
Memoirs of Princess Eugenie	60
Auction Methods Up-to-date. Work..	60

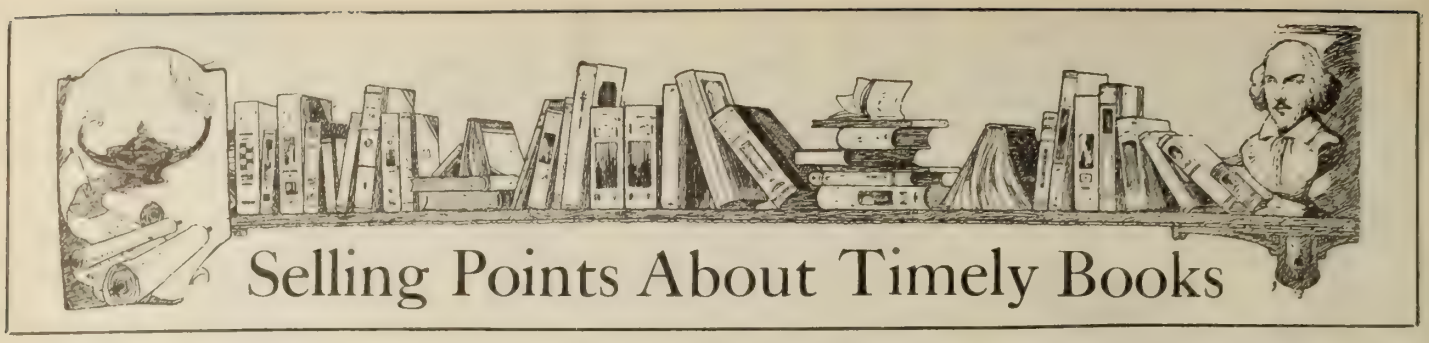
but he maintained that this fault was with the writer's handling of the theme rather than with the theme itself. Such stories, he said, should be judged by the same tests applied to other fiction.

"SAPPER'S" NEW NOVEL

Great interest attaches to the appearance of a new novel by "Sapper," whose "The Lieutenant and Others," "Mufti," and other war tales published during the war, made so many friends for this new writer, whose name, not then revealed, is Cyril McNeille. The title of the new story is "Bull-Dog Drummond." Captain Hugh Drummond, otherwise "Bull-Dog Drummond," being demobilized, finds peace too dull to be borne, and advertises for a job of any sort—lawful or unlawful—so long as it has a spice of adventure. Among numerous replies is one from a girl who is in dire distress and needs help against two amazing masters of crime, heads of a gang of international anarchists, Bolshevists and other ruffians, whom they are using to their own ends. Drummond meets the girl, promptly devotes himself to her service, and is forthwith involved in a breathless whirl of intrigue, robbery, violence and murder, that gives him and the reader enough excitement to have made the fortune of half a dozen novels.

A NICE BOY

Tom Purbeck's father kept a "pub"—he kept it so respectable that the neighbors called it "Purbeck's Heaven"; his mother was a Spaniard, from whom his sister inherited musical genius. He tells their tale in Stacy Aumanier's new book, "One After Another," a story of heredity that has such originality and distinction as "The Querrils" prophesied. He himself is troubled by being "a nice boy" during his school days. Although his father is very ambitious he is apprenticed in "the city," and the record of his business career is very entertaining, especially the phase when he is a scene painter.



Selling Points About Timely Books

THE LITTLE WARRIOR

Pelham Wodehouse's humorous story, "The Little Warrior," which has been running serially in "MacLean's Magazine," is now available in book form.

MAN'S GREAT CONCERN

A catechetical work by Ernest R. Hull, S. J., entitled, "Man's Great Concern, the Management of Life," presents views respecting thought and conduct in a great variety of circumstances and emergencies. The author's opinions deal with physical, mental and spiritual problems from the standpoint that man owes it to himself and his fellows to live an upright, active, useful and unselfish life.

ANTI-RENT REBELLION

All those unfortunates who have been vainly seeking apartments or houses within their means will entertain fellow feelings for the agitators against piratical landlords described by Don Cameron Shafer in his romance, "Barent Creighton." The "Anti-Rent Rebellion" of the 40's, which ended the patroon landholding system in America serves as a background for the story. The rent objectors of seventy-five years ago organized into various tribes of "Indians" and defied landlords, agents, sheriffs and officers of the law to eject them or to collect exorbitant rents.

MRS. ASQUITH

"If I had had real application—as all the Asquiths had—I should by now be a well-educated woman; but this I never had. I am not at all dull, and never stale, but I don't seem to be able to grind at uncongenial things. I have a good memory for books and conversations, but bad for poetry and dates; wonderful for faces and pitiful for names. —From "The Autobiography of Margot Asquith."

THE PURPLE HEIGHTS

Marie Conway Oemler's latest novel, "The Purple Heights," is as rich in laughter and tears, in thrillingly dramatic situations, and in all those other elements that endear a story to a great public, as was the author's first astonishing success, "Slippy McGee." Peter Devereaux Champneys' widowed mother lived in a three-room house in Riverton, South Carolina, and this boy was the last of the once powerful family of the Champneys. She died of too little food and too much work, and the little boy, who had already been pronounced a dunce at school, became an odd-job youngster in the town and a fisherman on the river. His beloved mother, dying, had told him to raise the name of Champneys to greatness again. Peter made good.

THE GREAT LEVIATHAN

"The Great Leviathan" is written by D. A. Barker, a new author. He has created a hero who dares the world, the Great Leviathan, because of his convictions. The development of a youth, morally and mentally, through the peculiar circumstances which influence his life is traced carefully and consistently. This is a new John Lane publication which should sell because of its originality.

PELOUBET'S NOTES

From W. A. Wilde & Co., Boston, comes the "Peloubet's Select Notes for 1921," being the 47th annual volume. Since the appearance of the last volume, the founder, Dr. Peloubet, has passed away, and this volume may be considered a memorial to him. The new editor is Rev. Dr. Amos R. Wells, who was for twenty years Dr. Peloubet's assistant. It will be appreciated, therefore, the general plan of the "Notes" is being maintained.

The matter of course is all fresh and new but the whole treatment has the same meritorious characteristics that have for so many years made this annual commentary on the International Sunday-School lessons so valuable to Sunday-School teachers and the members of their classes.

A feature of the present volume is an appreciation by Dr. Wells of the late Dr. Peloubet, with a half-tone reproduction of his portrait.

HEROES OF EARLY ISRAEL

For immediate publication, "The Heroes of Early Israel" is announced, by Irving F. Wood, professor of biblical literature and comparative religion at Smith College. Chapters on the land and on Egypt make clear the background of biographical tales, and maps and halftones help to give an impression of the Bible country. It is recognized that these tales were first told round the camp fires and to the children in the homes of Ancient Israel. There are various versions of them, as of all traditions, and their preservation is due to a desire to inspire love of country and service of God. This series presents the early traditions from Abraham to Samson. It is the first of three books that will take in the chief personages of the whole of the Old Testament.

NEW AND FORTHCOMING

Announced for immediate publication is "The Anthology of Magazine Verse for 1920," edited by William Stanley Braithewaite and "The Best Plays for 1919-1920," edited by Burns Mantle, Dramatic Editor of the New York Evening Mail. Books of this nature are specially important to booksellers in that sale this year means probable sales of subsequent issues each year to all purchasers.

"A Prophet of Joy," by Gamaliel Bradford, is a keen and humorous interpretation of contemporary life, written in the pleasing stanza which Byron employed in "Don Juan." The mingling of wisdom and satire, whimsicality and genuine poetry, is also reminiscent of Byron. The plot (for it has vigorous narrative interest) is well chosen for the display of modern foibles, faults, and ideals. In fact, it is closer to the realities of the times than most of the realistic novels.

IN THE MOUNTAINS

A most delightful new book which has recently come from Gundy's is the anonymous "In the Mountains," in which an Englishwoman, going to her villa in Switzerland, for the first time after the war, there to recuperate both her physical and mental state, unexpectedly finds herself host to two other Englishwomen, sisters, who, it transpires, are virtually exiles because the younger had married in Germany, not once but twice! Her first husband was Siegfried, after whose death she married his uncle, Herr Juchs, who also dies.

This circumstance is more of a cross for the older sister than for Mrs. Jucks, or "Jewks," as her elder sister pronounces it for obvious reasons. The manner in which these facts, at first carefully guarded against disclosure, are unveiled; the progress of the friendship of the three women and the surprising developments of that friendship, make up a most entertaining story, spiced by many a delicate humorous touch, the whole being an exquisite pre-

sentation of true feminine character enriched by the story's setting in the Swiss mountain country and the homely atmosphere lent by the housekeepers, the imperturbable Antoine and his spouse. For anyone wishing to read a story of the restful type that will be read and reread, this story is strongly to be recommended.

SMILES

Eliot Harlow Robinson, best known to the book world as the author of "Smiles: A Rose of the Cumberlands," whose latest work— "The Maid of Mirabelle: A Romance of Lorraine"—has recently come from the Page Company (Boston), has secured for himself a definite position among American writers of fiction in a surprisingly short space of time. In the course of four busy years, one of which was spent abroad as director of athletics in the French army, he has progressed from a practising lawyer, with literary leanings (that word "progressed" is Mr. Robinson's own!) to a successful novelist and author of five books, in addition to many short stories. His romance "Smiles" established his literary reputation as a master of style and human appeal, and these two elements are well to the fore in his new work, an after-the-war book of France. Mr. Robinson is proud to tell the world that he was born and raised in the old Bay State. He is a graduate of Harvard University and the Harvard Law School.

THE LEOPARD PRINCE

Announced for early publication is "The Leopard Prince: A Romance of Venice in the Fourteenth Century," by Nathan Gallizier, an able writer of historical novels. It is interesting to note that Mr. Gallizier has chosen for his latest work scenes which played a prominent part in the World War and which presented to the treaty makers at Versailles the same difficulties between the races on the Adriatic which Mr. Gallizier's hero prince encountered six hundred years ago.

LABORATORY MANUAL OF ENGLISH COMPOSITION

The overburdened teacher should find the Laboratory Manual of English Composition of real practical help. It is written by Stanley R. Oldham, principal of a high school at Norwood, Massachusetts. The aim is to transfer from the teacher to the student the work which belongs to the student. There is little written work to correct, and even the preparation of the lesson is done by the student. It comes from the World Book Company, New York.

FRANK ROY FRAPRIE

Frank Roy Fraprie, author of travel and art books, keen observer and globe trotter, having recently accomplished an admirable translation of M. Andray Hallays' forthcoming new spell book—"The Spell of the Heart of France: The Towns, Villages and Chateaux About Paris," in train for issue about the first of November, has taken himself on a personally-conducted tour through France and Germany. In a recent letter to his publishers from "la belle France," he observes: "The Germans played havoc with some of the places featured in M. Hallays' book, especially Soissons. . . . The streets are dark and dismal here and everywhere else, and, as in America, the wealthy and the workmen are both rich in Europe."

NEVER GROW OLD

In this book, published by Putnam's, an eminent French physician, Dr. Goizet, essays to set forth "How to Live More Than One Hundred Years." He is 85 years old, in complete possession of all his faculties, mental and physical. For the past thirteen years he has enjoyed perfect health, due to the method discovered by him, a method which in his own case has proved unfailing. Dr. Goizet quotes many other successful examples from the practice of his health method.

VOCABULARY IN FIVE LANGUAGES

Henri Viard has put together the approved terms for telegraphy, wireless telegraphy and telephone, and radiotelegraphy, which are used in French, English, Italian, Spanish and German. He has made an index of them which he calls an alphabetical repertory. This refers the reader to the pages where the definitions of the terms are to be found and the corresponding expressions in the other languages. This book should prove a very useful source of information to students of science. It is published by Gauthier-Villars & Co., Paris.

HANDBOOK OF ENGLISH

From the World Book Co., Yonkers, N.Y., comes "The Handbook of English Composition," second revised edition, by Luella Clay Carson, which trains the student in accuracy and effectiveness in the essentials of English composition, and the ready, rapid, and unconscious use of correct forms. It presents the main requisites of good English in such compact and usable form that it becomes a code for accurate expression. The many valuable suggestions and clear explanations of confusing points assist the student in learning the rules or laws of grammar and rhetoric.

The simplicity and eloquence of English speech are brought to the attention of the student in a way that compels interest.

SECOND COURSE IN MATHEMATICS FOR TECHNICAL STUDENTS

The University Tutorial Press has published a new book by Haler and Stuart, which should prove of value as a supplementary book for classes in technical schools. Though some of the work is beyond the scope of high school courses, much of it is quite elementary. First and second year university student in mathematics can use it to advantage.

HOW BOOKS

For the advertisement of "System's How Books" in the October issue price revisions were marked on the proof, but unfortunately the paper had gone to press before this corrected proof arrived. The books in question, with the correct retail prices, are as follows:

"How to Run a Retail Business at Greater Profit," $2.75; "How to Write Advertisements That Sell," $1.35; "How to Finance a Business," $1.35; "How to Collect Money by Mail," $1.35; "161 Store Plans to Win New Trade," $1.35; "How to Run a Store at a Profit," $1.25; "How to Sell More Fire Insurance," $1.25; "How to Manage an Office," $1.35; "How Scientific Management is Applied," $1.35; "How to Get More Out of Your Factory," $1.35; "How to Sell Real Estate at a Profit," $1.35; "78 Proved Plans for Handling and Closing Real Estate Deals," $1.35; "How to Systematize Your Factory," $1.10; "How to Manage Men," $1.10; "How to Get Workmen," $1.10; "How to Advertise a Bank," $1.35; "How to be Personally Efficient in Business," $1.35; "How to Increase Your Sales," $1.35; "How to Talk Business to Win," $1.35.

GENESIS FOR CHILDREN

Quite a novelty is Dr. Alexander Gordon's "The Enchanted Garden," being a series of delightful stories from Genesis retold for little folks in Dr. Gordon's inimitable way. He shows a fine appreciation of the child's viewpoint. The never-fading wonder of this inspired record of man's beginnings is woven into a sheaf of dramatic and poetic tales that will be sure to fascinate the young reader and be very welcome to the older person, particularly the teacher, parent and minister looking for new story-telling material.

The author says in his preface: "There is no book in the Bible more fascinating than Genesis. It charms us in our childhood, and it keeps its spell to the end. For it is not only full of the enchanted poetry of the East, it is a shining mirror of life in every age and under every sky. As we follow these tales, we seem to be reading the story of our own souls."

Dr. Gordon is professor of Hebrew at McGill University.

SHOP PRACTICE

A thoroughly practical and helpful book, prepared especially for those who have had little or no experience in shop work, is R. F. Yates' "Shop Practice for Home Mechanics." The introduction is given over to an elementary explanation of the fundamentals of mechanical science. This is followed by several chapters on the use of small tools and mechanical measuring instruments. Elementary and more advanced lathe work

is treated in detail and directions given for the construction of a number of useful show appliances. Drilling and reaming, heat treatment of tool steel, special lathe operations, pattern making, grinding, and grinding operations, home foundry work, etc., make up the rest of the volume.

SNARK'S ANNUAL

Starr Wood's Annual (The Snark) reaches its twenty-first issue with the forthcoming number. Ready at the end of the year, its contents are always bright and cheerful and the number will contain upwards of thirty full-page and sixteen half-page illustrations by that inimitable artist, Starr Wood, whose humor is always appreciated the world over.

TO ADD WAR VOLUMES

Hugh Chisholm, who has been editor of the Encyclopaedia Britannica since 1904, is at work upon the preparation of three new volumes to be added to the present eleventh edition, and has a large staff at work, both in London and New York. The editor estimates that almost 70 per cent. of the new matter will be devoted to questions connected with the war, for although every subject needing fresh treatment will be brought up to date, there are not many miscellaneous developments which call for extended additional space, apart from such special activities as aviation, automobiles and moving pictures.

CHARLES E. CHAPIN

"An amazing human document" truly applies to Charles E. Chapin's story, a book published by Putnam's. It has an introduction by Basil King. The story was written in Sing Sing Prison, and in this unflinching revelation of the tragedy which terminated his career with life imprisonment, the author, for twenty years city editor of the New York "Evening World," bares his soul. It is an utterly unusual biography of an American newspaperman, startlingly authentic.

REVISE HISTORY

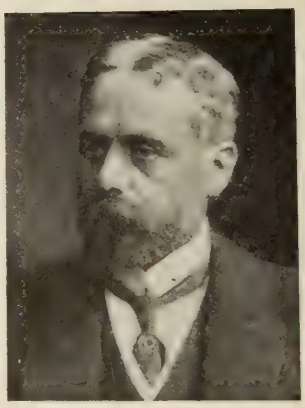
"If the Ministers of Education in the Province of Ontario and Quebec will get together and revise our text-book history I think it will go a long way toward getting a better understanding in Canada," declared Dr. Philip Roy, Canadian Trade Commissioner to France, in addressing Dr. James L. Hughes' party of continental tourists at the King Edward Hotel, Toronto, on Sept. 22nd. There were about 150 persons present, most of them school teachers.

AUCTION METHODS UP-TO-DATE

One of the especially interesting new issues of the year is "Auction Methods Up to Date,' by Milton C. Work, author of several authoritative books on this subject. The book came out recently, published by John C. Winston Co. Mr. Work is credited with having the largest following of any writer on the game of auction bridge. He is the originator of the present count which revolutionized and popularized the game. He creates new ideas where most writers repeat the theories of others. As an expert, he has visited practically every city in which the game has produced skillful players. He has met the experts in all these cities and is qualified to describe their methods of play and give the reasons for and against each theory.

There are so many devotees of auction bridge that books of this nature will make ideal Christmas gifts for them. This should not be lost sight of by booksellers. This new book contains the new laws of 1920 adopted by the Whist Club of New York—the code that practically dictates what will be universally followed by auction players. A number of radical changes in the laws of the game have been made and every law has been rewritten. It is not expected that any further changes will be made for some years. A player who is not familiar with these new laws will find himself at a serious disadvantage.

Mr. Work is the chairman of the card committee of the club which is in charge of the law making. He explains the changes, tells why they were made, and also why certain proposed changes were not made. A feature is the presentation of "The Tournament Hands." This series of hands is regarded as the best and most conclusive test of skill yet devised, in that it entirely eliminates the element of luck and rewards only sound bidding and brilliant play.



SIR GILBERT PARKER
Whose new novel, "No Defence," appeared in October.

Sir Gilbert Parker, an author known throughout the world, was one of the British delegates to the Imperial Press Conference in Canada as one of the proprietors of a combine of newspapers. It is many years since he lived in Canada, but Canadians do not forget that since he produced his first play in 1888 he has given the world stories and novels of Canada which have helped to make his fame, and have shown the more agreeable as well as the most adventurous side of Canadian life. He was knighted, given a baronetcy, and made a Privy Councillor. His latest novel, "No Defence," was published Oct. 7th.

DEATH OF MRS. B. M. CROKER

London, Oct. 21.—Mrs. B. M. Croker, the novelist, died in London recently. She was the wife of Lieutenant-Colonel John Croker, formerly of the Royal Scots and Royal Munster Fusiliers, and daughter of the late Rev. William Sheppard.

NEW REPRINTS

"Vice Versa," by F. Anstey, "Phyllis," by Mrs. Hungerford and "Rodney Stone," by A. Conan Doyle, were recent arrivals in Murray's paper covered copyright novels and from the same firm have come copies of the new 2s. reprints, cloth-bound, of Henry Seton Merriman's "From One Generation to Another," and "The New Rector," by Stanley J. Weyman.

WOUNDED SOULS

Few writers have so completely captured the appreciation of readers as has Sir Philip Gibbs, as war correspondent, magazine writer and novelist. His new novel, "Wounded Souls," is really more than fiction being veritably the truth about certain men and women, standing face to face with life again after passing through the searing flame of the war. No one who reads this story of Wickham Brand and the German girl he loved and married can forget the high and tragic beauty of this love idyl. Amidst the fostered hates of nations and the crumbling of human institutions these two spirits rise invulnerable and one catches a glimpse of that new order for which Philip Gibbs speaks: the victory of the heart and the spirit over the brute forces of matter. It is a recital of impassioned truth-telling, memorable and fine.

MOSES IRONS

"The Business Philosophy of Moses Irons," by Daniel Louis Hanson, published by A. W. Shaw Co., of Chicago, is a book of fiction with a happy blending of humor, philosophy, and business strategy. The author shows that business is more than a number of ledgers, some clerical help, a well organized factory, a corps of salesmen and executives; far more, too, than a convenient method of transmitting merchandise into money. You see that business touches upon all the phases of life—it is life—interesting, exciting. This tale depicts the struggles of a keen and able executive. The methods he uses to win sales, to increase the efficiency of purchasing and other departments, are not only entertaining, they are inspiring.

THE TRAP

Among the season's novels coming from the Ryerson Press is "The Trap," by Maximilian Foster, in which Henry Lester, a young millionaire, falls in love with Sally Raeburn while he is travelling in California. That is when he believes Sally to be ignorant of his great wealth and thinks that she loves him for himself. Then he discovers that she has

always been aware of his identity, and that her adopted aunt, Mrs. Steese, has taken her away from her self-supporting job and maintained her in luxury with the understanding that she would marry a very wealthy man and "divide the spoils." The discovery so sickens Lester that he determines to have his revenge on the two women. To this end he invites them to a house-party at his country place, "Ferncliff," on the Hudson, where he plans an ingenious trap which he thinks will expose their perfidy.

SCIENCE

From John Murray, London, comes "The Advancement of Science, 1920," being a paper-bound book containing the addresses delivered at the 88th annual meeting of the British Association for the Advancement of Science, held at Cardiff, in August 1920.

HUMAN AND INDUSTRIAL EFFICIENCY

Henry Chellar, in his book, "Human and Industrial Efficiency," applies the scientific method to the problems of industry and commerce. Many subjects are dealt with from the standpoint of applied psychology. The outlook of the author is fresh and practical, the style is unacademic and popular. This book is a Putnam issue.

McKENNA

"Lady Lilith" is a novel which could have been written by no one but Stephen McKenna, because his knowledge and observation of social and political life in London is reinforced by a genius which has made his books remarkable and engrossing pictures of contemporary English society. Lady Barbara Neave, the Lady Lilith of this story, is a contemporary of Sonia Dainton. To say that she is typical of the modern woman would be unfair; but this character-study of a clear-cut personality, absolutely unrestrained in her egotism and disregard for the lives of others, and yet possessed of singular power to charm, is not exaggerated fiction but realism of the highest order.

THE CAPTIVES

Hugh Walpole's new novel "The Captives," deals with London life and is the study of a girl and two men—particularly of Maggie Cardinal. This novel, coming as it does on the heels of "Jeremy," is a confirmation of his return to English life. Indeed, the fact that this story was begun in 1914 and has been for him one of the most absorbing stories he has adventured upon, is evidence that the Russian books were a literary excursion, while the life and manners of his own people are the abiding materials of his art.

SIR WILLIAM VAN HORNE

"The Life and Work of Sir William Van Horne" is the remarkable record of a towering figure in the history of this continent. The biographer is W. Vaughan, whose work has been exceptionally well done.

Frederick O'Brien's "Drifting Among the South Sea Isles," is an exceptionally entertaining record of travel with a rich vein of humor and a fine sensitiveness to the beauty of island scenery.

A new travel record is Harry A. Franck's "Roaming Through the West Indies." He gets a new people on paper with unerring, unsentimentalized fidelity, and with a vigor, vitality and vividness that is amazing.

"Children in the Mist," by George Madden Martin, tells of the negroes whom the white man brought to America—the white man who shirked the responsibility that this act of his laid upon him. The tales here gathered together present a chronological continuity, covering the time from the emancipation of the negro down to the present. These tales are distinctly above the average from the standpoint both of literature and entertainment.

NO CLUE

James Hay, Jr., has written a new mystery story, "No Clue," the chief characteristic of which is that each chapter is in itself a big story, ending on a high note of dramatic suspense such as is rarely found in the culminating big scene of the average detective story. And this suspense, created in the reader's mind at the outset by a remarkable first chapter, grows with the progress of the narrative. The denouement of "No Clue!" comes with a surprise and a suddenness almost unprecedented.

A POLISH NOVELIST

Of all the works of Madame Nalkowska, the brillian Polish writer, "Kobiety," which is Polish for "Women," has attracted the most wide-spread attention in Europe.

The book itself, just published on this side by Putnam's, is an extraordinary analysis of unusual feminine psychology. It is vividly outspoken, the work of an intellectual rebel, the peculiar charm of whose writing lies, perhaps, in its Slavic flavor—a flavor in no wise lost by the translator, Michael Henry Dziewicki, English lecturer at Jagellonian University, Cracow.

Sofja Rygier-Nalkowska was born in Warsaw some 30 years ago. Her father, Waslaw Nalkowski, was a famous geographer and author, and her mother, too, an "intellectual" and writer.

Madame Nalkowska is the author of several other novels, and of three collections of short stories.

CHILDREN OF STORM

An English author whose works are becoming increasingly popular is Ida A. R. Wylie. Her latest novel is "Children of Storm." It presents the question: Can marriage out of one's social class be successful? This may be taken as the question uppermost in the author's mind in writing this novel. The "Children of Storm" are the daughter of a rich and powerful family and the son of a poor grocer. They keep their marriage a secret, and out of the first bit of deception there emerges a tangle which involves many lives. Miss Wylie has touched with great tenderness the love story of two souls. Though it is the old, old story, there is a new element in it—the conflict between love and labor, a conflict every man and every woman may soon have to face. "Children of Storm" begins where most novels end.

IN CHANCERY

John Galsworthy has so clearly taken a unique place among the novelists writing in English today that a new novel from him has come to be an event, both in England and America. "In Chancery," published by the Copp, Clark Co., is a story woven about the same family that held the stage in "The Man of Property" with success. It is of the affairs of the Forsytes—the brothers and sisters and their families—who inherited so strongly the instinct to acquire the almighty dollar, or its equivalent, the English pound, with all the privileges and powers (and weaknesses) that come with it. In his new novel Galsworthy has made a particular study of the loves and desires of middle age, and brings forward once more the arresting character of Soames Forsyte.

CURWOOD

"The Valley of Silent Men" by James Oliver Curwood, published by the Copp, Clark Co., is a tale of love, mystery, adventure, romance—desperate fights, life, death, real men and women. Mr. Curwood portrays great souls, and strong, who wage their battles of life and love in the open spaces, the great out-of-doors, God's Country, no less.

NO DEFENCE

Another big literary event this season is the appearance of a new novel by Sir Gilbert Parker, published by the Copp, Clark Co. It is a strong dramatic novel on an old but ever new theme. The scenes are laid in Ireland, England, West Indies, and America, during the troublous days of the French Revolution. Dyck Calhoun, the proud and only son of an Irish gentleman, meets the fascinating Sheila Llyn. Sheila's disreputable father is murdered during a brawl and Dyck is held for the murder, although innocent. At the trial he pleads "no defence." Thrown in prison for a short time, on his release he joins the British Navy, and thereafter romance and adventure dog his heels half the world over, until he restores the honor of his name and wins freedom from stain and blame for both himself and faithful Sheila.

THE ELIA CENTENARY

This year is the literary centennial of the writing of the Essays of Elia, the first of which date back to the autumn of 1820. The books of Charles Lamb should be given prominence among Christmas gift suggestions this year.

LEADERS AMONG ENGLISH NOVELISTS

Hugh Walpole Presents Interesting List of Twenty-One Men and Women Writers Whose Books Are Worth Buying.

HUGH WALPOLE, in the London Express, gives the names of the following 21 living novelists who, in his estimation, top the list of English writers of fiction:

"To myself the most interesting living English novelists are: Joseph Conrad, Thomas Hardy, Rudyard Kipling, George Moore, H. G. Wells, Arnold Bennett, John Galsworthy, D. H. Lawrence, J. D. Beresford, May Sinclair, W. B. Maxwell, F. Brett Young, Frank Swinnerton, W. L. George, Sheila Kaye-Smith, Ford Madox Hueffer, Ethel Sidgwick, Dorothy Richardson, Clemence Dane, Frederick Niven and James Joyce.

"I have purposely made that list large and comprehensive. There are in it 21 names, but there is not an author there who has not written at least one book that is worthy of the intelligent interest of any man or woman. Many readers would add the names of Gilbert Cannan, Compton Mackenzie, J. C. Snaith and W. J. Locke.

"The point, after all, is not in my list. It is rather that here are 21 men and women. Books by at least a dozen of them will probably appear during any current year. By purchasing these books, by judging and limiting, by comparison, praising, and condemning, not too dogmatically, readers will not only give themselves a great deal of pleasure and amusement, but will, honorably and intelligently, help forward the cause of English literature.

Examine the List

"Let us examine the list. In Conrad, Hardy, Kipling, Moore, Wells, Bennett, Galsworthy and May Sinclair, we have novelists who are already formed, who have 'arrived' in the definite and final sense, whose work can be seen in bulk. By that I do not mean that none of these writers will give us anything new again. Hardy's career as a novelist is definitely closed, and we can say with some assurance that 'Kim' was Kipling's final novel. Conrad, Bennett, and Galsworthy are by now so individually marked in style, technique, structure and philosophy that they can quite easily be seen 'in the round.' Only about Wells it is still happily impossible to say what he will do next.

Spotting the Winner

"It is with the lower half of my list, however, that the game of 'spotting the winner' can most happily be played. Among these 14 names no writer is definitely established in the final sense. Indeed, Clemence Dane, Dorothy Richardson, James Joyce (and to those I should add the name of Virginia Woolf) are all now only at the beginning of their careers. With such writers as J. D. Beresford, Ethel Sidgwick and Sheila Kaye-Smith a pretty clear conclusion can already be formed.

"How I envy, for instance, the reader to whom the novels of Ethel Sidgwick are appearing for the first time! Her books, with their elusive prose and slightly cynical philosophy and complicated family relations, are not everybody's taste, but 'Succession' is one of the finest books of our time and an admirable work to stand as a keystone of the arch.

Worth Buying

"Here at any rate are authors whose books are worthy of purchase — worthy of something more than a casual reading — worthy, I venture to say, of standing on your shelves beside the books which the verdict of time has consecrated classics.

"Every one of the writers I have named is writing not only to make a living, not only to pass the time or gain applause, but also in a greater or lesser degree to express the conviction about life that is within him, honestly, fearlessly, as he sees it. The result of that conviction is surely worth at least eight shillings."

"Janey Canuck" and Jean Norris

Both Are Judges of Women's Courts as Well as Being Popular Novelists.

TWO women novelists who have become widely known as administrators of the law are Mrs. Arthur Murphy, police magistrate of the Women's Court of Edmonton, Alta., and Judge Jean Norris, of New York, both of whom were in Toronto last month attending the Congress of Boys' and Girls' Work.

Both have written novels that have gained wide popularity. The writings of Mrs. Murphy (Janey Canuck) are greatly favored in England, and deservedly so, because of the true Canadian sentiment they express and the genuine impression about Canada which they impart to English readers.

While in Toronto Mrs. Murphy was a guest at a meeting of the MacLean Club, an organization made up of the several hundred men and women who are connected in different capacities with the MacLean Publishing Company, Bookseller and Stationer being one of the 16 periodicals issued by this company.



MRS. ARTHUR MURPHY, "Janey Canuck"

Mrs. Murphy's address was the big event of this meeting and was greatly enjoyed.

She was greatly impressed with the esprit de corps in this organization as exemplified by the nature of the MacLean Club and its activities.

NEW AND FORTHCOMING

Major Beith, or Ian Hay, as he appears on the title pages of his books, was present at the opening night of his "Happy-Go-Lucky," at the Booth Theatre in New York. This play, which Major Beith dramatized from his own novel of the same name, has had a long and successful run in London as "Tilly of Bloomsbury."

Charles F. Higham, whose "Looking Forward" has just been published, is one of the leading advertising agents of London and also a member of Parliament. Mr. Higham, whose publishers say he is paid more money per month than any other writer in Europe, directed the publicity for the British war loan bonds.

KIPLING ON SCREEN

Rudyard Kipling has at last been won over to screen authorship. Kipling does not merely consent to the adaptation of certain of his novels and poems, but he becomes in effect the scenario writer, personally adapting celebrated examples of his published works for picture presentation.

Specialties Worth Pushing

Rubber Stamps and Lever Embossing Presses—Good Business May Be Developed With These by Every Stationer

"OF the making of books," quoth the prophet, "there is no end," and the latter remark might well be applied to rubber stamps. The styles of stamps and the uses they can be put to in the variety of businesses that go to make up the trade of a town are endless, and in this line one has ample scope for making extra trade. The business in lever embossing presses is mostly confined to two distinct classes of business, that of the strictly commercial stationer who sells to limited companies seals and presses for the company secretary's or directors' use, and the good-class stationer in the suburbs and towns who specializes on good class notepaper, and sells the presses with address headings only. Irrespective of this a little time can well be spent in considering this trade and the advantage to be gained by pushing these lines.

Rubber stamps can be divided into two styles, both of which pay for attention. The first are stamps that have a wording on ready for use, and the second those that are wanted with special wordings for special requirements.

Varieties of Stock Wordings

There are a multitude of these wordings, and no stock is complete without a selection of the best sellers. Quite a number of these, such as "Director," "Secretary," "Limited," "Terms Monthly," "Carriage Paid," etc., are practically everyday sales, providing the public know this style of stamp can be obtained from stock at a low price. Other good stamps in the way are "Very Urgent," "These prices are subject to alteration," "Immediate Delivery," "Please refer to ..... in your reply."

In some districts where a commercial trade is cultivated stock stamps for crossing cheques and for marking invoices, after having been checked, and many other styles will pay for stocking, and it is surprising when a customer sees a list of stock wordings how many he finds he can do with and purchases at once.

Hand Daters and Numberers

Quite a number of varieties of these stamps are on the market and sell well in nearly all cases. Some are, of course, only suitable for certain businesses, but the small hand dater is worth the consideration of every stationer, and as the profit on all this class of goods is large, it will pay liberally for the room taken up. Daters are also made with special bands for libraries, ledger clerks and card index systems, all of which pay for introduction to the persons likely to buy. Numbering machines sell well with factories and large business houses, and can be obtained quickly if it is thought advisable not to stock.

Rubber Stamps to Order

This is the part of the trade that pays specially for pushing. There is no outlay and the profit is large. Once the trade is developed it is surprising what a variety of customers one gets, and variety of uses the stamps are put to. The usual style of order is, of course, the business stamp of just the name and address, to be used for stamping on circulars, postcards, price lists, etc., that do not require to, or cannot be, printed. There are many other styles, however. Stamps for marking the name on linen, for stamping the address on notepaper, for making additions to already printed matter, for signatures at the bottom of letters, and many others that will suggest themselves to the up-to-date stationer.

Facsimile Signature Stamps

Facsimile stamps pay well for making, and if introduced, often lead to a large business. The writer some time ago suggested to nurses at a large hospital that a facsimile stamp for marking linen would be very effective. One was done as a sample, and dozens of orders have since resulted. Facsimile stamps were also suggested for use in a large factory for checking instead of just the ordinary "ticks" that are usually made, and stamps have been made for the person in charge of every department. In this way a rubber stamp department becomes a real asset to every stationer's business.

How to Push These Goods

There is no better way of selling rubber stamps than to advertise them by means of printed illustrations. Any and all of the rubber stamp manufacturers will loan electros gratis (and often supply lists at a very nominal charge) for illustrating a circular. What a person sees he can "take in." Descriptive wording is not enough. The priced illustration is the thing.

For Window Display

For window display a nicely handwritten card, surrounded by the real impressions (not printed specimens) of rubber stamps will draw business, as will a neatly stamped impression at the bottom of the firm's memos to the effect that: "We make perfect rubber stamps promptly." Lever embossing presses can be best introduced by using a press oneself to stamp price lists, etc., and by circularizing with printed specimens showing the different styles of wording. In concluding it should be made a rule in every establishment that wording for rubber stamp orders and lever embossing presses be written in block type. It is attention to a little detail like this that often makes for the minimum of mistakes in this "line worth pushing."—"The British Stationer."

UNDERWOOD MAKES CHANGE

P. G. Underwood, who for eleven years has been a moving spirit with the Moore Push Pin Co. organization, has found it desirable to resign to enter a business of his own.

His untiring energy and constant attention to business have contributed in large measure to the growth of this business from $15,000 per year to over a third of a million dollars annually. Mr. Underwood has many business friends from coast to coast throughout Canada, and he expressed to Bookseller & Stationer his keen appreciation of their many kindnesses and courtesies extended to him at all times.

Mr. Underwood will shortly be in a position to announce his new plans.

BOOKSELLERS SHOULD ORGANIZE

(Continued from page 59)

of the rank and file of the trade throughout the country. This support, unfortunately, appears to be lacking, or, in any case, if the will to give the necessary support exists, the expression of it is lacking.

A few months back Bookseller and Stationer asked its readers throughout the country to send a postcard as an expression of their goodwill and desire to support a proposition having for its aim the formation of a trade organization among the booksellers and stationers of Canada. The result was remarkably disappointing and the only conclusion to be drawn was that the trade generally is not sufficiently convinced of the desirability of such organization and of the many benefits which would accrue from it.

It, therefore, devolves upon those enthusiastic members of the trade to cooperate with Bookseller and Stationer in losing no opportunity of urging upon the rank and file time and again the value of trade associations, how every individual trade is bound to profit by them. We have, so to speak, to undertake a proselytizing campaign among ourselves. Those of us who know and realize the benefits of getting together and the power of unity must do all in our power to convince those who are indifferent or sceptical on the subject. Then and then only, can we hope for success in the formation of a Dominion-wide and powerful trade organization.

Fine Store in Village of 800 People

Typical Western Enterprise—Eyolfson's of Wynyard, Sask., Specialize in Phonographs—Good Stock of Books.

J. P. EYOLFSON, Wynyard, Sask., is making a success of phonographs as a sideline in his store. Wynyard is only a small town in Saskatchewan, but is the centre of a good farming section, and Mr. Eyolfson has not lost any opportunity to place phonographs in as many homes as possible. He has not neglected to apply selling efforts to phonographs as one of his profitable sidelines and has gone right after the people in his neighborhood. He keeps machines always on hand, and also endeavors to have a good choice of records at all times. Sales from this source constitute a feature in his business.

Mr. Eyolfson took over his present business in 1915. Previous to that time he was an apprentice in the store. Since taking it over he has improved the place in many ways. He installed a new lighting plant recently that cost over one thousand dollars. It is now a well-lighted store, with nineteen lights in the store and two out in the front. Wynyard is just a small town but this fine store would do credit to a place of much larger size. Mr. Eyolfson carries a full line of stationery as well as books and school supplies. Phonographs and cameras are stocked and he declares that in the past year he has doubled his business.

Wynyard has a population of about 800 people. How many villages of this size in the East can boast a store with as goodly an array of books?

Don't wind your instrument too fast.

Don't wind your instrument too tight.

Don't play any record until you have cleaned it well with a record brush.

Don't place needle on record until motor has started.

Don't trust the adjustment of your phonograph to inexperienced people.

Don't hesitate to call us when your phonograph needs attention.

A suggestion for a card to send owners of machines in your district.



This Saskatchewan store is a good example of Western enterprise.

In June, 1920, for which figures are just available, Canada was the United States' biggest customer in phonographs, having taken $104,600 worth of their phonographs in the month. England led as importers of $113,000 worth of phonographs. Canada led in records. The United States exported $193,500 worth of records to us and only $41,600 to England in the month.

An Opportunity to Make a Sale of the Machine

"IF a person is interested so much as to want to rent a phonograph, there should be an opportunity to sell one," remarked a merchant stocking phonographs in a small western town, when asked his opinion in regard to this question of renting talking machines. "We have never considered it advisable," he continued. "I would prefer to loan one if we have sufficient stock on hand.

"As a business proposition the renting of phonographs does not appeal to me. In the first instance to rent a second-hand table model would not create the right kind of quality impression of the phonograph you were selling. If you rented a small second-hand table model, and then the people who had rented your instrument visited friends and heard a large cabinet model, they are likely to judge your line unfairly, and if they did buy they would buy one like their friends'.

"If a person is interested so much as to want to rent a phonograph, it should be possible to make a sale in the majority of instances. When any one calls at our store to rent a phonograph, I always suggest buying a small model, telling them to sell it after they are through with it. Or if they should want to exchange it for a larger model in the fall we should be glad to take the small in-

BOOKS ARE "CATCHING"

A Cleveland librarian is quoted as having said that good books were catching. Just leave enough of them around where people, especialy children, can be exposed to them, and the first thing you know those who have been exposed will get the book fever and want to read.

TWELLS BREX

Hamilton Fyfe's book "Twells Brex" consists of extracts from his articles as contributed by Brex to the London "Daily Mail," which evidence the wide range of his interests, his acute insight, and keen observation, and the sound judgment with which he discussed the various topics with which he had to deal. As Mr. Fyfe well remarks, if Twells Brex had begun to write earlier, and had made a study of writing, he would have left an enduring name in literature.

Toys and Fancy Goods

News About the Toy Trade, Fancy Goods, Leather Goods and Novelties.

WORLD-WIDE TOY NEWS

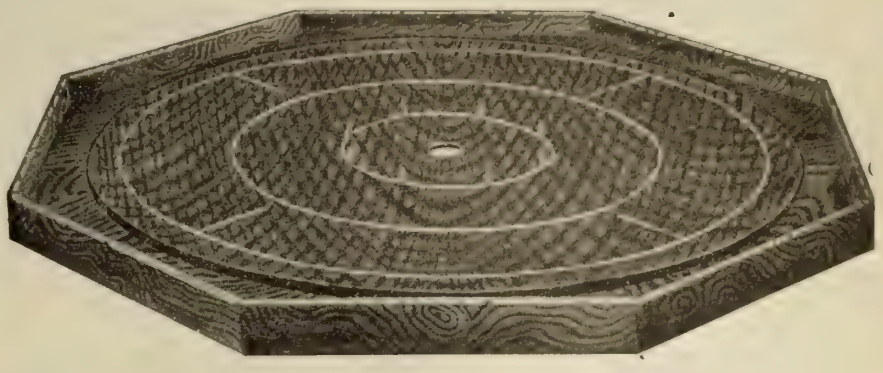
Russia.—The chief pastime of peasants in Russia during the long winter months is toy making. This includes all kinds of handicrafts—wood and ivory carving, bronze work, metal and wooden toy making and setting of precious stones. Though the tools these people use are the simplest, and the majority of the peasants cannot read or write, the artistic perfection reached is a marvel to famous connoisseurs and art critics.

China.—Department stores in this country are looking for toys from other countries, and the most enterprising firms are eager to do business with British firms.

Germany. — Five hundred thousand pounds' worth of German dolls, which might well be called grumpy dolls because of their severe and even grouchy faces, have recently been sent into England for Christmas selling. It will be interesting to see how these take.

Switzerland.—The toys exported up till August this year by Switzerland amount to 417,302 francs.

France.—Toy manufacturers here are taking advantage of the smart Parisienne's new craze for collecting dolls. These puppets are exhibited much as rare china or antique silver was at one time. They are therefore expensive, and the toy dealers are reaping a harvest.



Crokinole Boards are ready sellers as Christmas gifts. A board prominently displayed in the window with a price card will make many sales.

United States.—The following figures show the increase that has been made in the manufacture of toys in the United States during the last two years: Domestic toys exported for the seven months ending July, 1918, $747,504; domestic toys exported for the seven months ending July, 1920, $1,956,628.

Japan.—There are more toy shops in these islands per capita than in any other country in the world.

LACROSSE AND RUGBY SUPPLIES

Canadians' national game has been costing more, in keeping with other rises in costs during recent years. The Montreal "Standard" in the course of a recent article quoted the following prices which are the retail prices:

Lacrosse sticks, which up to the war could be obtained from $2.00 to $3.50, are now worth from $5.50 to $7.50 each.

Caps, which cost $1.00 then, now cost $2.00. Short pants, which then were listed at 75 cents a pair, now cost $2.00 a pair or $21.00 per dozen.



Where Novelties Sell

The Gift Shop, originated by Almy's, Ltd., of Montreal, which is opened each year about a month before Christmas, so that customers may avail themselves of timely suggestions. The saleswoman choose all the articles displayed.

Shoulder and arm pads only used to cost $1.00 each, now they are $2.50.

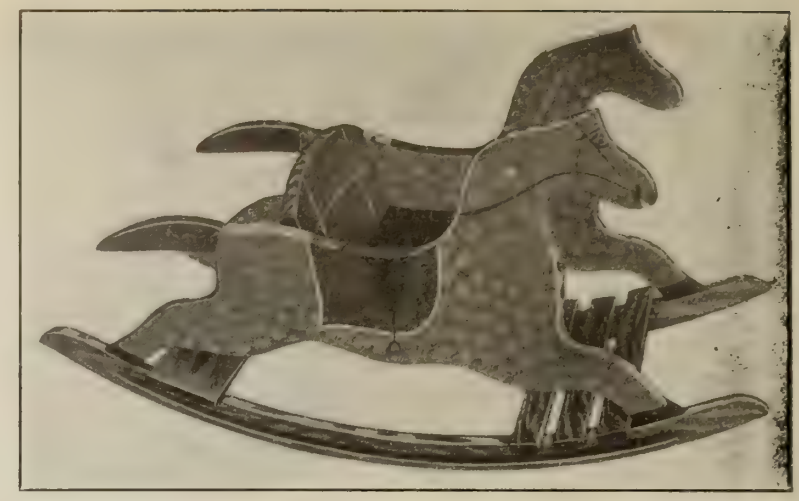
Jerseys at $1.50 have gone up to $4.50 each or $50.00 a dozen. Lacrosse balls have risen from 50 cents to 75 cents.

Lacrosse gloves, which used to cost from $2.50 to $5.00 a pair, now cost from $8.00 to $10.00 for two, and goal nets, which only cost $5.00, have increased in price very much and are now $10.00.

The Rugby clubs will also feel the increase in cost for the outfit which used to cost $30.75 now cannot be had for less than $55.50.

An official Rugby ball used to cost $5.00, now no first class pigskin can be had under $12. A head harness used to command the same price, now it costs $7.50. A rubber nose-mask and mouthpiece used to be sold for $1.00 and seems to be the only thing that has not increased in price, while a pair of shoes that used to cost $8.00 now brings $12.

Jackets and pants which used to be listed at $2.50 can only be had for $7.00 but shoulder pad and collar-bone protectors have gone down and while they used to charge $5.00 for them, they can now be had for $4.00.



Shoo-fly rockers are always good stock. Good display of these is especially advisable at this season.

Jerseys, however, have climbed up from $3.50 to $6.00 and stockings from 75 cents a pair to $2.50 a pair.

Inspiration for the Junior Clerk

Aim High in Your Life Work—Some Hints on Window Trimming and Card Writing.

AIM HIGH

It is stated by those who have studied scientifically the ways of men, that the best of us is only three or four per cent. efficient—that even those who achieve the greatest success do not begin to measure up to the native capacity that is in them. Lost motion, carelessness, wasted effort, indolence, distraction from the chief business of the day—all take their toll, and men remain inefficient at the business which they undertake, however productive they may appear to the casual eye. Thus the man who merely sets himself to strive with undivided effor toward the objects which he has in view can, with an equipment even lower than the average, achieve results that would be a credit to a higher type of brain.

Do not be satisfied with merely keeping your business going and getting a living out of it. Do not stop short when but half way to success. The power is within you; work on up to the height that you would reach. If you think you can do it, you can. Face the world with courage—and a smile. You will make friends who will become good customers. They will tell others about what you are doing. Determine that you are going to help make the bookstore in which you are employed one that will be spoken of as a model of enterprise and appearance.

WINDOW HINTS

To compel attention, to attract buyers, and to sell merchandise displayed, each article should be carefully selected, the goods should be bright, fresh and clean and the display made with all the care possible to bestow. To think any sort of display will sell goods is a serious error and to depend on having people guess at the price is another error.

Many stores will cling to the idea, as goods are shown, that they will sell and the price is a secondary matter. Just the same, people like to see the price and know what they will be expected to pay before going inside.

CARDWRITING

The shading of letters with a light gray, green or blue tint adds greatly to the attractive appearance of a card. Care should be taken not to get the shading tints too dark.

Short strokes are necessary for the beginner until he has become proficient enough through practice to make the entire sweep of all circular letters without removing the brush from the letter.

BE TOO BUSY—to find fault with your job, your work or your employer. If you cannot work happily, then be square—and go where you can.

BE TOO BUSY—to sneer, to criticise, to excuse and to waste. These things do but poison and weaken a man and make him both useless and impotent.

BE TOO BUSY—to pay attention to what the other fellow is doing. You are both at separate jobs—to be completed efficiently as possible. No man ever did another man's work so well as he could do it for himself.

BE TOO BUSY—to imitate, to envy and to brag. You have a personality, whether developed or not, and that is able to stand as a fine example of power, if you will but recognize the fact and put a personal stamp to it in what you do.

BE TOO BUSY—to frown, to get long-faced and sour. Folks are more apt to remember you by your smile than by anything else. So cultivate a regular 24-karat kind.

BE TOO BUSY—to hatch troubles. Refuse to "sit" on them and they will never hatch! There is plenty of trouble in the world already. No more is needed. When more is, you will be asked for your share—and be well paid for it!

BE TOO BUSY—to interfere with other people's business. Every man's and woman's problem is a personal affair, and should be faced and settled as such. You will never be thanked for it, so why offer your services?

BE TOO BUSY—to think of anything but that which is worth while. Time goes by so quickly. "'Tis but the wink of an eye and the waft of a breath!"

BE TOO BUSY—to be unhappy!

—George Matthew Adams in the Philadelphia Bulletin.

TWELVE THINGS TO REMEMBER

(From the papers of Marshall Field.)

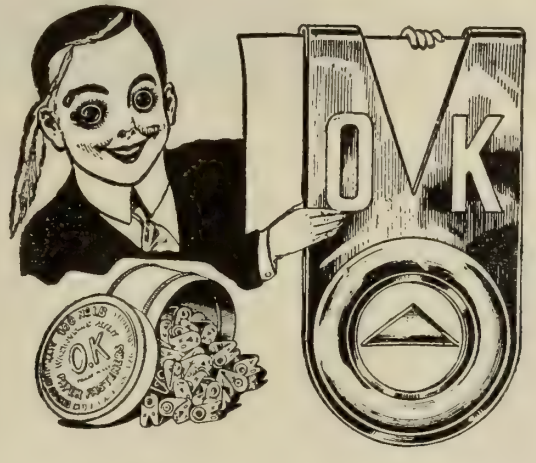
The value of time.
The success of perseverance.
The pleasure of working.
The dignity of simplicity.
The worth of character.
The power of kindness.
The influence of example.
The obligation of duty.
The wisdom of economy.
The virtue of patience.
The improvement of talent.
The joy of originating.

WELDON ROBERTS
Rubber Erasers

Considered from any angle—the dealer's viewpoint or the consumer's —the erasers we produce give fullest satisfaction. There can be no better rubber erasers than the

"World's Quality Standard"

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.



NEWS

OWING to the fact that we have been handicapped in production by the recent removal of our plant from Syracuse to Oswego, together with unsatisfactory delivery of raw materials, we are *Months Behind in our Orders.* There have been two complete tie-ups, both lasting from five to six weeks.

While this condition exists at present, we would advise jobbers and retailers to place orders now for 1921 shipments of O.K. Paper Fasteners, O.K. Sanitary Erasers, and O.K. Letter Openers.

GET READY FOR BETTER CONDITIONS IN 1921

Order* NOW *from your regular source of supply

. . . Washburne's "O.K." Paper Fasteners - 3 Sizes - Brass and Nickel Finish
. . . Sanitary "O.K." Erasers, Typewriter - Ink - Pencil
. . . Ries' "O.K." Letter Opener, Hand and Electric; 3 Sizes - 3 Models

CHECK THEM UP *NOW* AND ORDER EARLY

Write for illustrated and descriptive literature with prices

THE O.K. MANUFACTURING CO., Inc.
OSWEGO, NEW YORK

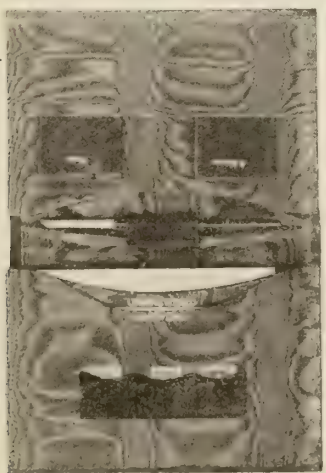
To Sell Novelty Purses the Retailer Must Buy Enough For Display

Any New Line Will Take if Enough Comment is Created Regarding It—Showing of the Goods Must Make an Impression

LEATHER goods were a few years ago taken on as a side line by stationers who could not get their regular supplies through. Leather goods are now an important part of most merchants' stock. The public look for them, they add to the appearance of a store and they sell easily on their own merits.

There are some dealers who claim that novelty leather articles will not move off their counters fast enough to warrant their giving any space to them. They, therefore, keep only the regular lines, standard purses, car ticket cases and billfolds. They forget that there is a very reasonable explanation for this. Take, for instance, the manager of a department store who intends putting on a new line of women's purses. Basing his actions on the knowledge that new creations only become a fad when the people make them so, he proceeds to educate the public regarding the particular line he wishes to sell. He removes all other purses which might distract the attention of customers and fills his show case or window with styles and colors of the variety he wants to popularize. He writes this purse up in his daily advertisements and trains the public to think that these are the vogue.

The same method, even if on a smaller scale, should be followed by stationers in showing a new line of leather goods. If one or two novelty purses are placed in the window among other purses, they very probably won't sell; the town or neighborhood has not learned these are



A new writing case being featured as a good gift for a man.

the latest in women's bags. Let the stationer, however, order two dozen in a range of colors and in different leathers and place these on exhibition with a showcard to call the attention of customers, and in the vast majority of cases the line will sell well because it will create comment.

Canadian manufacturers expect big business next Spring in a new canteen bag which they are offering. It is a square box-shaped bag with vents to prevent the contents from falling out when open. A small purse for coin is attached with a neat steel chain. This bag comes in eight colors and four grains of leather.

Strap purses are always a good line with the stationer. Those with the strap at back or top find a good sale because of their utility and convenience.

For Christmas selling the velvet bag



One of the attractive new designs in ladies' handbags.

shown in French chiffon velvets should be a profitable line.

The beauty box, which is on the market now, is an attractive and well made bag. The newest of its kind is the shaped bag—ornamental, useful and of moderate price. It contains change purse, car ticket case, lip stick and pin box, and opens on one side only. It is carried over the arm by a neat leather strap.

A well-made writing case for men is now being shown in soft ostrich grain. It contains note book, note paper, dictionary and stamp book. It is no bigger than a large magazine.

A new billfold which holds bills securely in a little pocket without opening the fold is having a ready sale among business men.

Christmas last-minute sales are always assured the merchant who has a stock of key cases, poker cases and wallets on hand. In fact many stationers found that last year's leather goods sales equalled and in some cases were far ahead of some other important holiday lines.



Beuaty Box with curved top.

The Standard Pencil Co., St. Louis, Mo., have recently completed a new factory of concrete and brick. It has 75,000 feet of floor space.

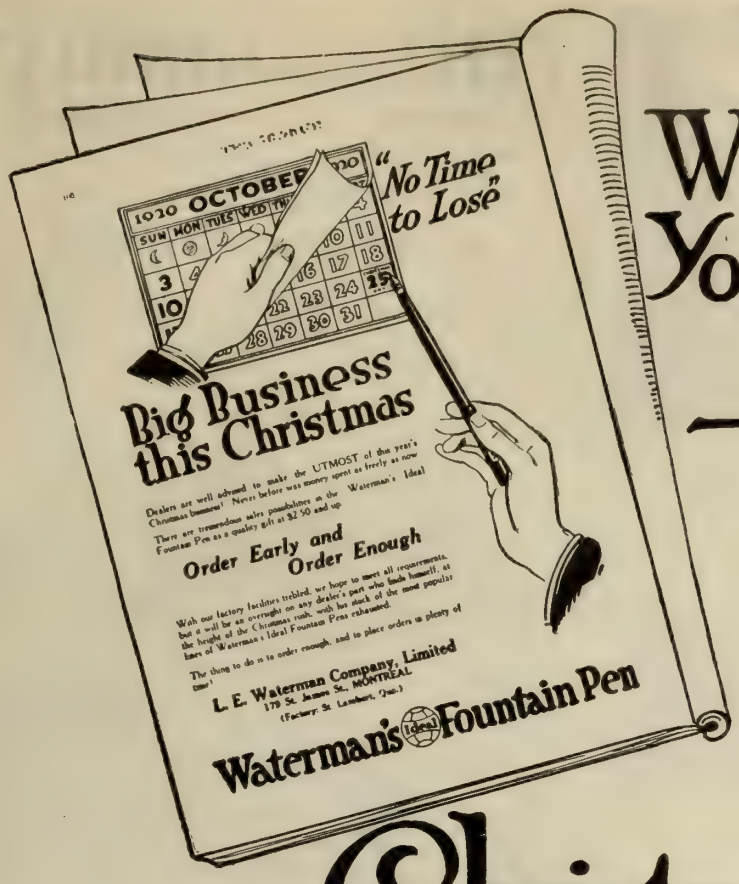
The Pencil Products Corporation, a recent organization of prominent New York business men, has just completed, at its new premises, 141 W. 17th Street, New York City, the installation of modern mechanical equipment for the making of magazine pencils.

SKRIP

The Sheaffer Laboratories, Fort Madison, Iowa, claim to have perfected a new writing fluid which protects checks and records because it cannot be removed without defacing the surface of the paper. Ink eradicators have no effect on it—even the acid combinations. They have named it "Skrip."

Here are some slogans for Store Signs, Window Displays and Newspaper Advertisements:

Give the Children a Chance.
Don't Forget the Kiddies!
Have Your Children Started Their Library Yet?
A Home Without Books is Like a House Without Windows.
Have Your Children an Empty Bookcase?
Have You a Little Reader in Your Home?
A Book Given to a Child is a Good Investment.
What Does Your Boy Do After Supper?
When in Doubt, Give Books.
Books of Beauty Are a Joy Forever.
A Bookcase That Boys Can Make and Fill.
Start the Children's Bookshelf Right.
This is Children's Book Week—What Does It Mean to You?
One Book in Your Home is Worth Two at the Store.
Growing Minds Need Proper Nourishment. Select the Right Books for Your Children, or They May Select the Wrong Books for Themselves.



We Warned You Last Month

— and again we say —

The Christmas Trade is almost upon you

The chances are that if you double your stock of Waterman's Ideal Fountain Pens, you will sell them all before Christmas is over. So that if you remain satisfied with just the stock you have, you will lose a great many possible sales, and corresponding profits.

Now's the time for action. The pens you will sell next month must be ordered at once. We will give you service, but we must know your needs without delay.



L. E. Waterman Company, Limited
179 St. James St., Montreal
(Factory: St. Lambert, Que.)

Waterman's Ideal Fountain Pen



Some Hand !

If you want a sure winning combination.

If you have not ordered,
Order Now.

If you are not going to have sufficient stock let us hear from you as soon as possible.

If your campaign is well organized you are going to break all card sales records this year.

William E. Coutts

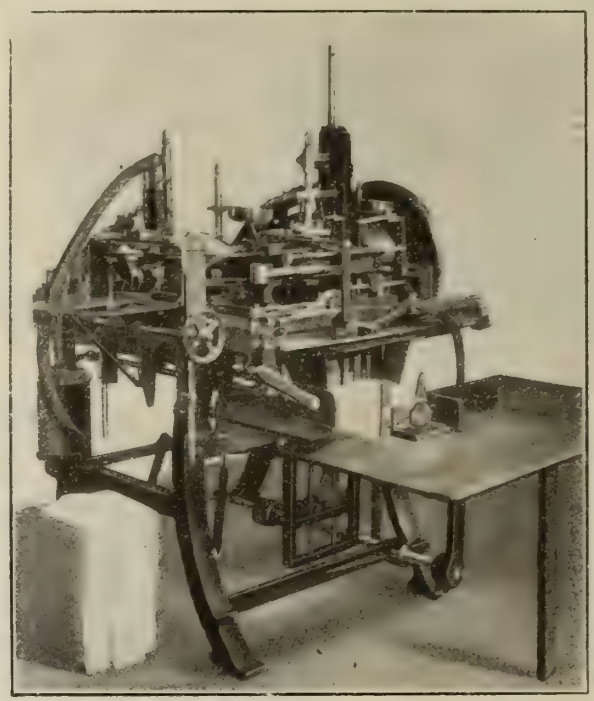
145 Adelaide St. West
TORONTO

Member of the Greeting Card Association

THE CARMIC

AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT.



ADVANTAGES OF THE CARMIC:

1. Any size Envelope or Bag can be folded upon the **"Carmic,"** within the specified range of each Machine which is practically unlimited.
2. The change from one size to another being carried out in about one hour. No additional boxes needed. Same box used for all sizes.
3. All classes of paper can be folded.
4. Output of Machines from 28,000 to 32,000 per day.
5. Does not require special skill to operate.
6. Very little motive power is needed to drive Machine.
7. Best material and workmanship throughout.
8. Space required for machine and operator, 7 ft. x 5 ft.
9. Machines supplied ready for working.

Prices and Particulars to be obtained from

Peter Carmichael & Co., Ltd.

303, SOUTHAMPTON STREET,
CAMBERWELL, LONDON, S. E. 5, ENG.

Telephone:
Hop 479.

Telegrams:
"Encarmicom, Camb, London."

Music and Musical Merchandise

A Guide for Buying and Selling

THOUSANDS *of* DEALERS

Are finding "FEIST SONGS" a most profitable line.

Music sales were never larger than they are to-day.

Write us for Prices, etc.

LEO FEIST LTD.
193 Yonge St. Toronto

Advertisements in This Space $5 a Month on Yearly Contract

MUSIC IN THE HOME CAMPAIGN

The Canadian Bureau for the Advancement of Music has begun a campaign to foster music in the home. The idea is to centre public attention on the advantages which music and musical instruments give to everyone, from the young child to the oldest member of the family. A series of advertisements is appearing in the Canadian papers throughout the autumn season and right up until Christmas week in the following way: Music dealers in each centre purchase collectively the newspaper space for the advertisements prepared by the Bureau. Besides this a series of Ten Musical Talks by C. C. Laugher, Mus.Bac., is being supplied to weekly newspapers throughout the country. The trade is very optimistic about the benefits to be derived by them from this national campaign.

MUSICAL RUDIMENTS

The Boston Music Company have published a text-book called "Musical Rudiments." It is the work of Leo Smith, Mus. Bac., of Manchester, England. A methodical treatment of the rudiments of scales, intervals, time and marks of expression is given. There is also a set of questions and answers based on each chapter. "Musical Rudiments" is one of the new series of text-books which the Toronto Conservatory of Music is using.

Not only do many booksellers and stationers sell music but some music stores handle stationers' supplies as a side line. The Song Shop on Yonge Street, Toronto, is one of these. Postcards are displayed in a very convenient place and many are bought along with sheet-music. Toys of a musical and mechanical nature are also sold here.

Are You Getting Your Share Of Needle Profits?

It is cash business!

REFLEXO
Triple-Tone, Ten Record
NEEDLES

are good sellers. Packed in a handy carton, 100 boxes to a carton. Sell for 15c. a box.

Write for Sample.

The Musical Mdse. Sales Co.
79 Wellington St. W., Toronto

COMING!

More New Music Trade Advertisements Will Appear in This Department Next Month.

WATCH FOR THEM

The McKinley Edition of Fifteen Cent Music

will always hold first place as an Edition of **Standard, Classic and Teaching Music**

as an established demand for this line of Music exists throughout the United States and Canada.

It meets the requirements of the **Teacher, Student** and the **Accomplished Musician.**

It has proved itself to thousands of dealers to be the best foundation for a sheet music department.

Every copy of **The McKinley Edition** sold means a **profit of 200 per cent.** to the dealer.

The McKinley Edition (Revised for Canadian Trade) conforms in every detail with Canadian copyright laws.

A great advantage to the merchant as a **"Trade Bringer"** is the catalogues bearing the dealer's imprint which are supplied with this Edition. These catalogues will attract more customers to your store than any other medium you could employ.

Write us for samples and particulars to-day.

McKINLEY MUSIC CO. ***New York City: 145 W. 45th Street***

The Largest "Exclusively Sheet Music House" in the World

Chicago: 1501-15 East Fifty-Fifth St.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

For ARTISTIC EFFECT
USE

The ALBION SILKY CORDS

for Tying

:: BOOKLETS ::
GREETING CARDS
:: CALENDARS ::

The Progressive Stationer uses the Albion Cords every day for innumerable purposes.

PLAIN CALENDAR CORDS, BOOK SEWING THREADS, etc.

Ask for Samples from the Manufacturers.

The Albion Sewing Cotton Co. Ltd.
Fawley Mills, Tottenham Hale
LONDON, ENGLAND

INDEX TABS

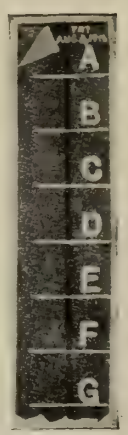
FOR ALL REQUIREMENTS
in Celluloid, Leather, Canvas, Cloth and Paper
Sold in
"AIGNER'S PATENT CUT STRIPS"—and also any kind of Index attached to Sheets, in any size or Quantity.

They are not manufactured from Cheap Material, and have stood the Test—That is why they are the Best. 50 per cent. in time saved on account of all our Tabs being put up in "AIGNER'S PATENT CUT STRIPS," uniform in size—no resorting—and all chances of errors are eliminated.

A trial order will convince you—Order 1 dozen sets or 50 dozen sets—We are equipped to make immediate shipments at lowest WHOLESALE PRICES.

Over 3 Million sold last year—Let's make it 5 Million this year.

"LET GEORGE DO IT"



Pat'd Aug. 8, 1916; Mar. 27, 1917. Re-issued Nov. 19, 1918; July 13, 1920; July 20, 1920.

G. J. Aigner & Co.
Sole Manufacturers of the "Patent Cut Index Tabs"
Dept. B, 521-23 W. Monroe St., CHICAGO, ILL.

"ALPHA" *for* ART

NOVELTY—HUMOUR IN CALENDARS, CHRISTMAS CARDS, POSTCARDS

The "Alphalsa" Publishing Co.
LIMITED
2-4, Scrutton St., Finsbury, London, E.C.2, England



Our Increased Advertising this fall, means Greater Demand.
We have already sold these goods for you. Send your order in now to avoid disappointment later.

No. 1



No. 25.

With our more than doubled production, we are scarcely able to fill our orders promptly. We therefore suggest that you look up now

Moore

Push-Pins
"Glass Heads—Steel Points"
Push-less Hangers
"The Hanger with the Twist"
Push Maptacks
"Colored Spherical Heads"
Push Thumbtacks
"Brass, Steel, Celluloid, One-Piece"

"Standardized and Advertised the world over."

Send for Samples and Prices Advise your Jobber or
MOORE PUSH PIN CO., 117 Berkley St., Phila., Pa.

PROTECTS YOUR FINGER.

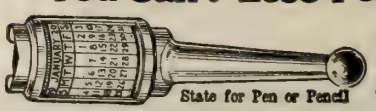


"ARGUS" Paper Fasteners

New patent—finger guard absolutely prevents point pricking. Made of steel and always stays in place. Cost no more than others and sell readily. Write for FREE sample.



You Can't Lose Pen or Pencil



Full Size

This wonderful UP-TO-DATE combination clasp and yearly calendar will more than pay for itself by saving pencils and time. At all good stationers or from us 20c. stamps or coins.

ARGUS MFG. CO. **Dept. 30**
402-406 N. Paulina St., CHICAGO, ILL.

British Goods Are Standards of Value

WATERSTON'S

"BEE" BRAND

MARK

SEALING WAX

Factory:
Warriston Works, Edinburgh, Scotland

BURGESS & CO.

58 Church Road
Upper Norwood, London, S.E. 19
ENGLAND

FRENCH

TOYS
FANCY GOODS
BRIAR PIPES

Write for Catalogue and Prices

Established 20 Years

W. S. TURTON & CO.

30 and 32 Gravel Lane
SALFORD
Manchester, England

Manufacturers of *Special Lines* in Counting Frames, Blackboards and Easels, Dolls' Bedsteads, Kites, Toy Fishing Nets.

NEW THUMB TACKS

The Noesting Pin Ticket Company, Inc., are putting on the market a cut-out or one-piece thumb tack. These thumb tacks will be manufactured in the six sizes, ranging from 5-16 in. to ⅝ in. head, and will be heavily nickeled.

NEW GOODS

DESCRIBED AND ILLUSTRATED

NEW RECORD BOOK

An interesting new loose-leaf book introduced by the Goes Lithographing Co., of Chicago, is a Common Law Record, for use of unincorporated companies.

Aside from being a combined record of the by-laws, minutes of trustees' meetings, transfer record, dividend book, certificate register, ledger for holders of



beneficial interest, etc., this Common Law Record book contains an instructive treatise, many helpful suggestions and all of the forms, including an outline of the agreement and declaration of trust, schedules conveying cash and property to the trustees and various other legal forms that are necessary and essential during the process of organization and later in the keeping of records.



Hold the Line

Here's the line to hold —John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading Wholesale Houses in Toronto & Montreal

(Registered)
London (Eng.) Expert Agency
8 St. Bride Street
LONDON, E.C.

THE EYES OF THE TRADE ARE ON THIS SPACE EVERY MONTH

MEET THEM WITH YOUR ADVERTISEMENT

$5 a month on yearly contract



A popular quick selling pen :
THE
"ROB ROY"

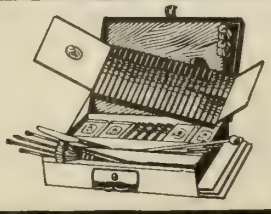
Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

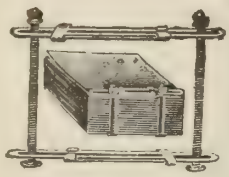
ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

Watch This Page for Specialties

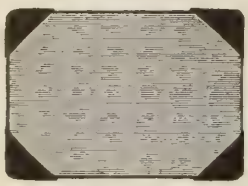
The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York



DESK PADS

Good Merchandise - Fair Prices

Satisfaction Guaranteed
on all specialties

Leather and Brass Corner Desk Pads
(Flexible and stiff—60 styles)

Glass Desk Pads
(3 styles—3 sizes)

Cloth Covered Card Index Cabinet
(Standard Sizes)

L. SAINBERG
657 W. Houston St. New York

Canadian Representative
Standard Distributing Co., Guy Block
Montreal, Que.

"The Guarantee of Quality"

FULTON

Self-Inking

Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing
Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

NEW BOXES AND LABELS

In the stationery business beautiful and convenient packages vie with one another on the shelves and counters of wholesaler and retailer. The stationer takes a pride in his stock and in his arrangements for handling and displaying it. And the number of articles carried in the up-to-date stationery store is legion compared to that of such a store twenty-five years ago. Consider how well arranged they are for inspection, and how clean and ready for instant use are the articles after you have opened them in your own establishment.

In this connection it is interesting to refer to the standardized cartons and boxes in which the Dixon people are now shipping their pencils, special colors being adopted for the different brands, green for the highest grade, red for middle grades, etc., the same principle being worked out as to labels.

NEW BLANK BOOKS

Boorum & Pease Company have issued a new catalogue of their complete line of blank books and loose leaf devices. It is a convenient size for handling, 5 1-2 x 8 3-4 and contains 316 pages bound in cloth with stiff covers. It presents detailed information regarding loose leaf and blank books, lines which are occupying increasingly important positions in the stationery trade. A new item recently added is a Delivery Book bound in either full canvas or oilcloth covers. It was originally intended for icemen and milkmen, but newsdealers as well are finding it particularly adapted to their requirements.

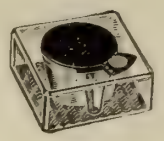
The book contains 120 pages and each page has ruled spaces for 3 months' daily deliveries, with debit, credit and "extra" columns.

GIFTS FOR INDIA

Answering a question as to suitable gifts to send away to boys and girls in India, a Toronto store answered a correspondent as follows:

"Within your price limit are numerous toys, books and cards that should please them. Thus: Boxes of colored beads, 10 cents; small dogs (composition), 5 cents; tiny metal cart and horse, 5 cents; bulls, 10 cents; whistles, 10 cents; tops, 10 cents; wee wooden motor cars, 10 cents; cotton doll forms—nurses and Highlanders—10 cents; bead chains, 10 cents; cut-out paper dolls, 20 cents; dolls' tea sets, 25 cents; skipping ropes, 5 and 10 cents; balloons, 5 and 10 cents; pocket combs in cases (as requested), 20 cents; and Bible picture books, 5 and 15 cents (the text being in English, these may be out of the question)."

Gem Inkstand
No. 5



3 in. Diameter
Pat. Oct. 24, 1916

Embodies a New Idea:
ROTARY COVER
Is Countersunk Flush With Top of Inkstand
SATISFIES YOUR CUSTOMERS
POPULAR PRICE

Cushman & Denison Mfg. Co., New York.

RELIANCE INK
"The Ink You Can Rely On"

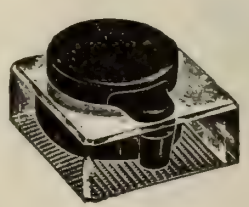
New Graceful Bottle



New Attractive Label

Reliance Ink Co., Limited
Winnipeg, Man.

INKSTANDS
OF ALL STYLES



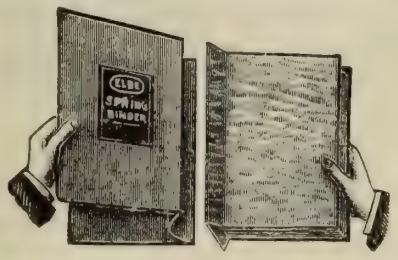
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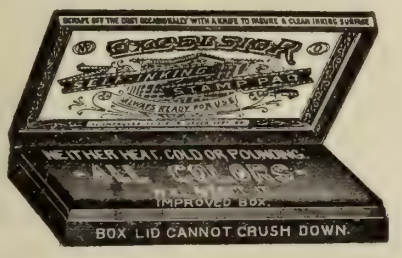
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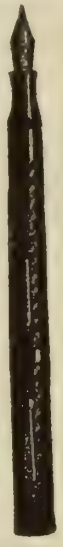
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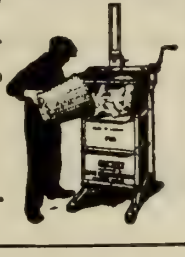
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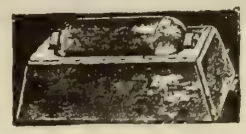
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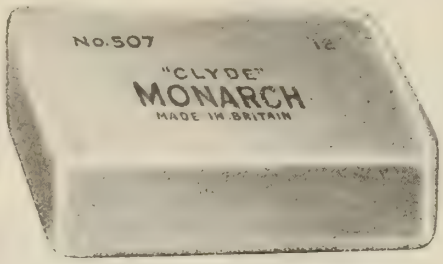




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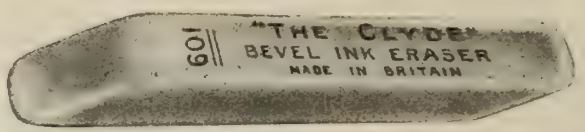
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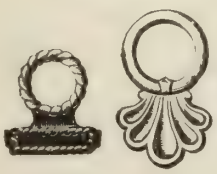


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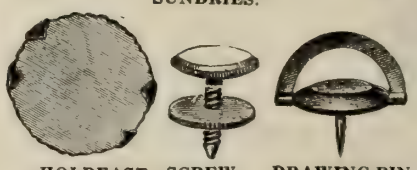
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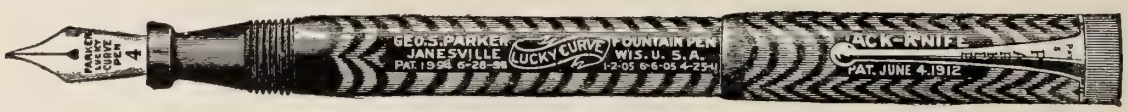
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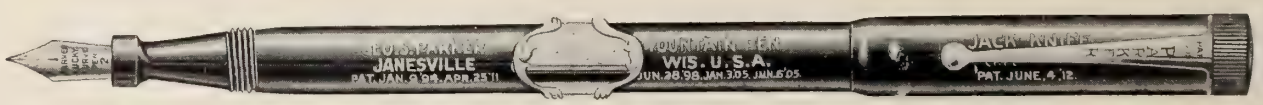
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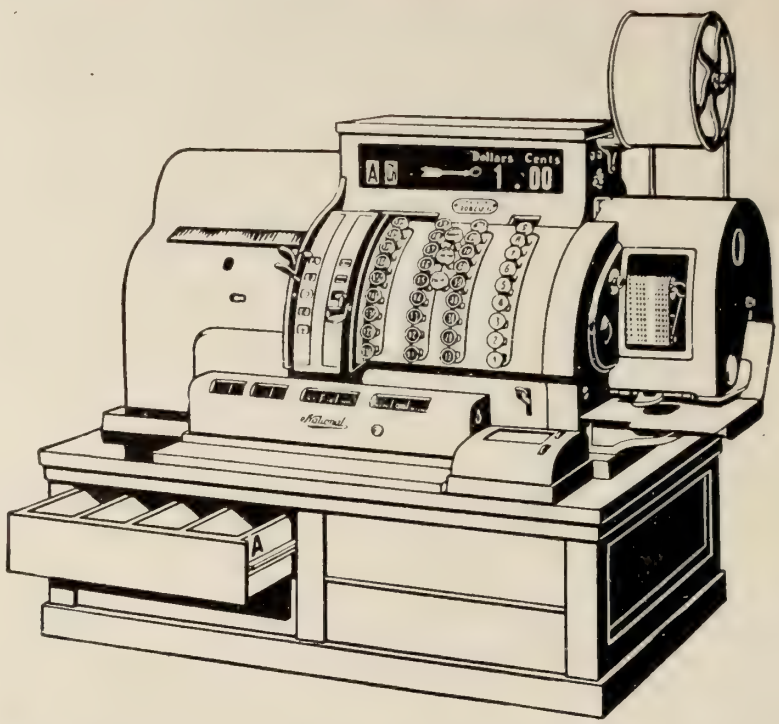
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The Stranger

Rackham
Irish Fairy Tales

Fletcher
Dead Men's Money

London
Hearts of Three

MR. H. G. WELLS'S
OUTLINE *of* HISTORY
THE ONLY EDITION : 2 VOLUMES, $12.00

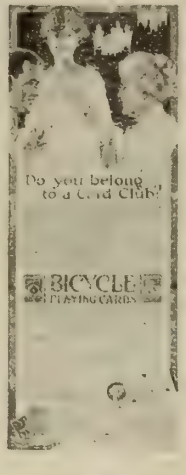
The Macmillans : 70 Bond Street
TORONTO

No Wonder the Sale Increases Steadily!



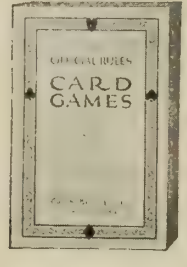
The Product is Unsurpassed

It has all the qualities that card players want. It is the preferred deck of millions of card players everywhere. It is the acknowledged leader in its field.



The Advertising is increasing the Interest in Card Playing

Striking half-page displays in the biggest national magazines are seen by over 35,000,000 people monthly. This advertising is causing old players to play oftener—it is convincing those who don't play of the delightful enjoyment they are missing.



The Book of Rules is Teaching Thousands to Play

Thousands of copies are being sent out weekly. Those who receive them are learning new games—and playing oftener than ever. These books are also teaching many to play who never played before.

Attractive, Compelling Dealer Helps

including window displays and counter package holders, are tying the dealer's store to the national advertising—reminding customers and passers-by of Bicycle and Congress Cards—and telling them that here is the place to buy them.



Everything possible is being done to make YOUR sales of Bicycle and Congress Playing Cards bigger, easier and more profi able. Check up on your stocks and see that they are adequate. Send for the free display material and display it in your store and windows.

And don't forget Revelation Fortune Telling Cards—the biggest selling novelty game of the year.

THE U. S. PLAYING CARD COMPANY

Department 4 CINCINNATI, OHIO, or WINDSOR, CANADA

BICYCLE PLAYING CARDS

They Keep Up Themselves —And Your Profitable Sales



This is the time of the year when the merchant will be co-operating with his customers by carrying in stock necessary decorations and articles used in various games in connection with Dances, Private Parties, etc. Balloons play a conspicuous part in this form of amusement and "Eagle" Brand Balloons will be found to be just what your customers are looking for.

The colored assortment makes an attractive display that will help your selling efforts.

The Eagle Company manufactures Toy Balloons exclusively and those handling them will find entire satisfaction with the margins of profit from the sales thereof.

Our assortment of balloons includes the following:

No. 1 division includes:

A—Air and Gas Balloon, 12 sizes, inflating 4 to 36 inches diameter.

B—Airship Balloon, 6 inches, inflating 12 to 30 inches in length.

C—Valve Balloon, long and round shape; 25 sizes.

D—Sausage Squawker, assorted colors; 5 sizes.

E—Round Squawker, assorted colors; 11 sizes.

No. 2 division includes: (These are practically toy items)

F—"Baby Squawk," length 9 inches over all.

G—Jumbo Squawker, assorted colors; length 9 inches over all.

H—Bagpipe, four notes; 9 inches over all..

I—Bagpipe, three notes; length 5 1-2 inches over all.

J—Bagpipe four note tone pipe, single note Drone, each in box.

K—Watermelon Balloon, inflates 30 inches long.

No. 3 division takes in all lines of Balloons suitable for advertising.

No. 4 division includes Balloons for all Seasons, Hallowe'en, Thanksgiving, Xmas, New Year's, Easter, Valentines.

No. 5 takes in assortments of 1 gross regular lines, and No. 10 is 1-2 gross Bagpipe styles. Also assortment No. 50 (for selling over counter like a game to individuals) of four large type Squawkers and Bagpipes.

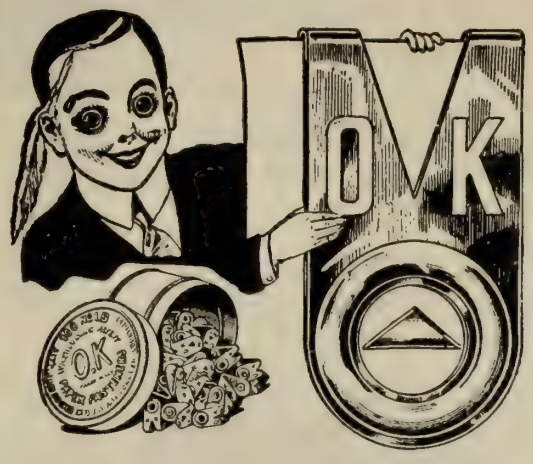
THE EAGLE RUBBER CO.

ASHLAND - OHIO

Canadian Agents:

MENZIES & CO., LTD. - 439 King St. West

TORONTO, CANADA



NEWS

THE fact that we have been so far behind in orders because of tie-ups, due to our removal from Syracuse to Oswego, and non-arrival of raw material, is after all, in the wider sense, due to the enormous demand for the three big O.K. PRODUCTS:

O.K. Paper Fasteners,
O.K. Sanitary Erasers,
O.K. Letter Openers.

GET READY FOR BETTER CONDITIONS in 1921



ORDER NOW FROM REGULAR SOURCE OF SUPPLY

.....Washburne's "O.K." Paper Fasteners—3 Sizes —Brass and Nickel Finish

.....Sanitary "O.K." Erasers, Typewriter—Ink—Pencil

.....Ries' "O.K." Letter Opener, Hand and Electric; 3 Sizes—2 Models

CHECK THEM UP *NOW* AND ORDER EARLY

Write for illustrated and descriptive literature with prices.



THE O.K. MANUFACTURING CO., Inc.

OSWEGO, NEW YORK

The AFFABLE STRANGER

By

PETER McARTHUR

Author of

"In Pastures Green"

ONE section of the press says that he is more of a stranger than Affable.
Another section of the Press says that he is just the man they have been looking for.

Meet Him and decide for yourself.

AT ALL BOOK STORES. PRICE **$1.65**

Publisher :

THOMAS ALLEN, TORONTO

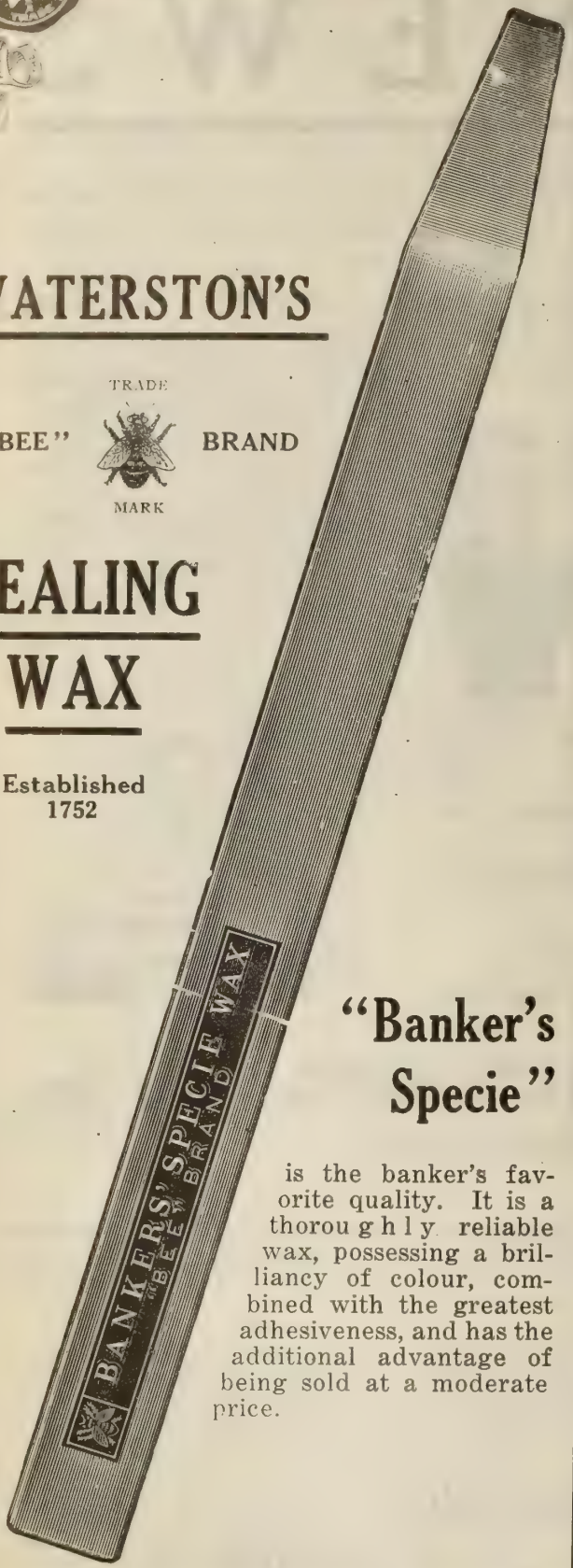
at the sign of the Bee

WATERSTON'S

"BEE" TRADE MARK BRAND

SEALING WAX

Established 1752



"Banker's Specie"

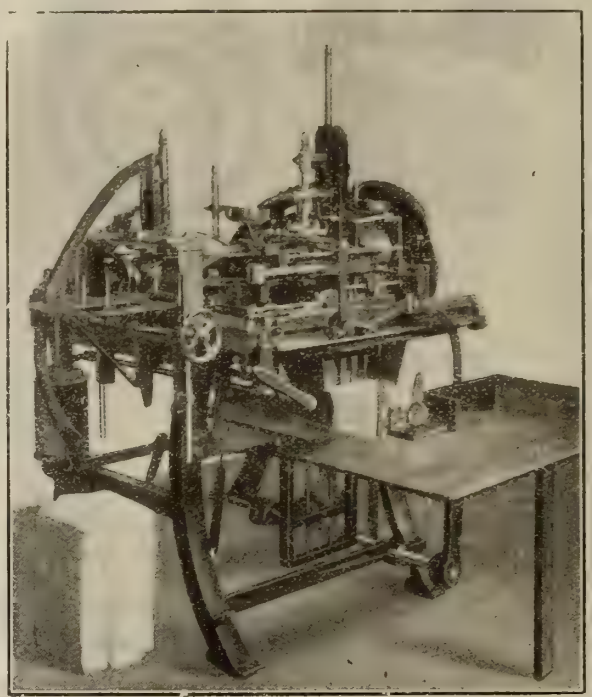
is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has the additional advantage of being sold at a moderate price.

GEORGE WATERSTON & SONS Ltd
8 St. Bride Street Ludgate Circus
AND AT HARRISTON ROAD EDINBURGH
LONDON E.C.

THE CARMIC

AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT



ADVANTAGES OF THE CARMIC:

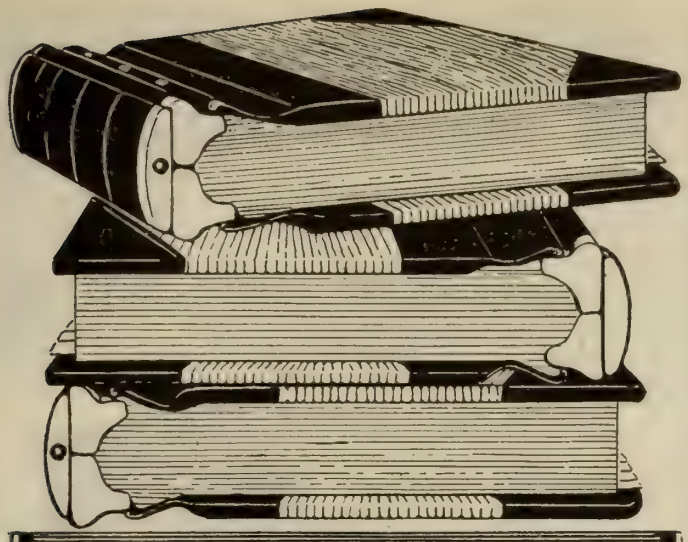
1. Any size Envelope or Bag can be folded upon the **"Carmic,"** within the specified range of each Machine which is practically unlimited.
2. The change from one size to another being carried out in about one hour. No additional boxes needed. Same box used for all sizes.
3. All classes of paper can be folded.
4. Output of Machines from 28,000 to 32,000 per day.
5. Does not require special skill to operate.
6. Very little motive power is needed to drive Machine.
7. Best material and workmanship throughout.
8. Space required for machine and operator, 7 ft. x 5 ft.
9. Machines supplied ready for working.

Prices and Particulars to be obtained from

Peter Carmichael & Co., Ltd.

303, SOUTHAMPTON STREET
CAMBERWELL, LONDON, S. E. 5, ENG.

Telephone: Hop 479.
Telegrams: "Encarmicom, Camb, London."



Standard B&P Loose Leaf Devices

and Blank Books

THE LINE OF 10001 NUMBERS

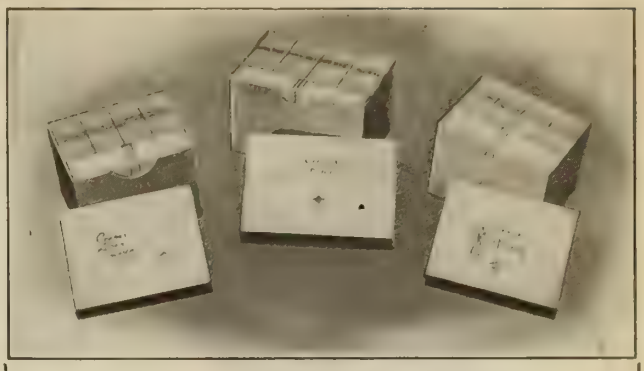
&

The same care and quality that has distinguished B & P products for 80 years, enters into the manufacture of our Loose Leaf Devices

Sold only through dealers



BOORUM & PEASE CO.
NEW YORK



If You Buy Ream Goods

You Will Be Interested in

CRANE'S STANDARD

Four or Five Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets — 5 sections of letter size — to each package of envelopes and charging ¼ of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of ¼th reams and ⅛th M in a huge variety of sizes, in quantities of not less than 5 reams and 2½ M.

Canadian funds accepted at par.

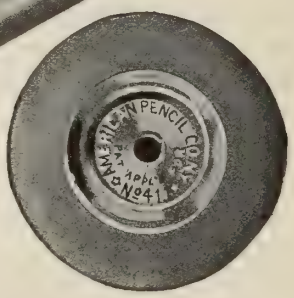
MADE IN BERKSHIRE
EATON, CRANE & PIKE CO.
REG'D
U.S.A.

EATON, CRANE & PIKE COMPANY
New York *Pittsfield, Mass.*

VENUS ERASERS



Quality is paramount in the manufacture of VENUS Erasers. Reputation for them has been won by sheer merit. The same enduring goodness which makes VENUS Pencils stand out above all other makes places this eraser in a class by itself.



No. 411—"Nowaste"

ONLY the finest grade gray rubber is used—smooth, close texture. Erases quickly and cleanly. Will not discolor or damage even the most delicate materials. Does not crumble or harden. Made in 12 sizes. Smallest, 100 to a box—Largest, 4 to a box.

"NOWASTE" ERASERS

In most circular typewriter erasers half the erasive rubber is covered by the metal center—therefore wasted. The NOWASTE has less metal center and more erasive rubber.

The steady demand for erasers that give satisfaction is profitably met when you carry ample stocks of these leaders. Ask for samples!

American Lead Pencil Co.

220 Fifth Avenue, New York

and London, England

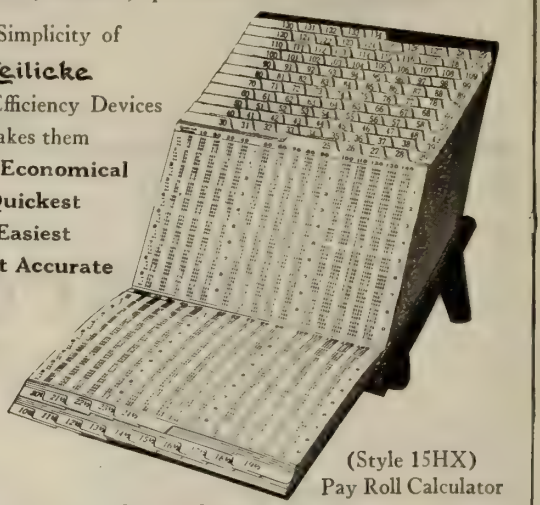
Meilicke

Efficiency Is Simplicity

Getting down to brass tacks, efficiency is merely doing any routine work the *Simplest* way it can be done.

And – the reason progressive, money-making executives insist upon efficient methods is that the *Simplest* way of doing any routine work is the most economical, easiest, quickest, most accurate.

The Simplicity of
Meilicke
Greater Efficiency Devices
makes them
Most Economical
Quickest
Easiest
Most Accurate



(Style 15HX)
Pay Roll Calculator

These are but four of the reasons

Meilicke Pay Roll Calculators are in general use by leading concerns noted for the efficiency of their methods. They are sound, money-saving reasons. Reasons why

- **The American Railway Express Company uses over 12,000 Meilicke Devices.**
- **The Western Union Telegraph Company recently purchased 500 special Calculators to fit their methods.**
- **The Western Electric Company uses Meilicke Calculators and saves 35% over every other method formerly used.**

Meilicke Calculators are designed specifically for the work they do. Other methods are makeshift at best. A Pay Roll Calculator is so extremely simple to operate inexperienced clerks can compute pay rolls. All answers are pre-calculated, accurate and ready-to-read instantly. A Meilicke Calculator is 100% efficient; there is no longer a need to continue using inaccurate, expensive, makeshift methods.

The Pay Roll Calculator is made on the Hourly Basis with answers in Quarter, Tenth or Twelfth Hour periods; on both the 44 Hour and 48 Hour weekly basis. There are different styles of Calculators for Piece Work computations by Units, Tens, Hundreds or Dozens and Gross. A special Calculator for Monthly pay roll work.

DEALERS

Your customers are buying Meilicke Calculators by mail. Why don't you take their orders and make a good profit?
Write us for special profit-sharing proposition offered to up-to-the-minute progressive dealers.

Meilicke Calculator Company

Makers of Time and Money-Saving Efficiency Devices

J 362 North Clark Street Chicago

CRAYOLA

GOLD MEDAL CRAYONS FOR EVERY USE

Don't make us say "Sorry we can't supply you"

REMEMBER how it was last Christmas? People crowding your store from early morning to late at night, looking for something for their youngsters and a long list of nephews, nieces, and other children. Why for weeks before the 25th you can sell such an unusually attractive, useful and inexpensive gift as the No. 25 "CRAYOLA" outfit about as fast as you can wrap them up.

So don't forget there are thousands of dealers sending in their orders to the jobbers. We can fix them up now, but you've no time to lose. Don't wait a day longer—don't take a chance of making us say, "We can't supply you"—get in your order now for

No. 25 "CRAYOLA" Gift Box

Have you our latest catalog illustrated in colors? If not, let us know.

BINNEY & SMITH CO.
81 Fulton Street **New York City**



No. 25 "CRAYOLA" Outfit. 12 Assorted "CRAYOLA" Crayons, 3¼ ins. long. Outline Drawing Book and two cut Art Stencils, 4 x 5 ins. One package drawing paper, 25 sheets, 4 x 5 ins. Put up in attractive hinged cover heavy cardboard box. One dozen boxes in container.

1837 - 1920

SIR ISAAC PITMAN & SONS, LTD.

SHORTHAND
TYPEWRITING
COMMERCIAL
EDUCATIONAL
TECHNICAL &
SCIENTIFIC

BATH
LONDON
NEW YORK
MELBOURNE

Apply for Complete Catalogue

LOOK TO STOCK

Progress With Us

TORONTO
St. Martin's House
70 Bond Street

Wholesale Agents:
Copp Clark Co. *and*
Commercial Textbook Co.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

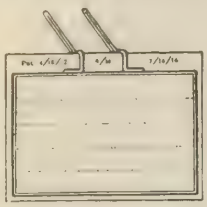
Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

REFIGURED COSTS

Costs on our INDISPENSABLE PRODUCTS have been refigured and we are in a position to quote you exceptionally attractive prices on Noesting Harmless Pin Tickets—Desirable Paper Clips—Solid Head or Cut Out Thumb Tacks.



Harmless Pin Tickets
16 Stock Sizes



Gem Paper Clips
Nos. 1, 2 and 3



Simplex



Ring
Nos. 0, 1, 2, 3 and 4



Ideal Clips and Clamps
3 Sizes



Solid Head Thumb Tacks
6 Sizes
Many Finishes



Cut Out
6 Sizes

NOESTING PRODUCTS PRODUCE PERMANENT CUSTOMERS

Write Us for Quotations To-day

NOESTING PIN TICKET CO., INC.

MOUNT VERNON NEW YORK

ROBINSON REMINDER

Each memo goes on a separate perforated coupon. When attended to it is torn out. This **Leaves Live Notes Only** for instant reference, removing the last excuse for forgetting. Handy pocket in cover.

How It Does Sell!

Over a million in use already and the demand increases daily. Millions yet to be sold, and will be, by the hundreds of far-sighted dealers who are out for this business. Best National Magazines in the country are used to speed up "turnover," and we supply dealers with high-class colored window cards, brilliant translucent counter signs, and other advertising helps to enable them to connect up with this powerful publicity.

	Size B	Size A
Reminder with extra filler	3x5 in	3½x7 in.
Black Leather	$1.25	$2.00
Cross Grain Leather	1.75	2.75
India Calf	2.50	3.50
Cowhide	2.75	3.75
Genuine Morocco	3.00	4.00
Imitation Leather	.75	1.00
Cloth (without extra filler)	.25	.50
Ladies Shopping Reminder		Size L
With Pencil and Extra Filler		2¾x3¾ in
Black Leather		$1.50
Patent Leather or Cross Grain		1.75
Morocco, Cowhide or India Calf		2.25

Extra Fillers: Per dozen: Size B, 75c; Size A $1.00, Size L, 70c. Gold name on cover 25c extra. Prices changed without notice

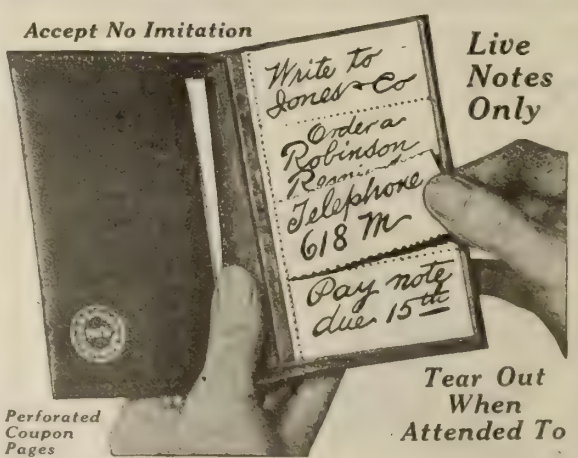
Ask Now For Your PROFIT On These Retail Prices

ROBINSON MFG. CO.
74 ELM ST., WESTFIELD, MASS., U.S.A.

Nationally Advertised in

SATURDAY EVENING POST
LITERARY DIGEST
AMERICAN, MACLEAN'S
METROPOLITAN, *and Elsewhere*

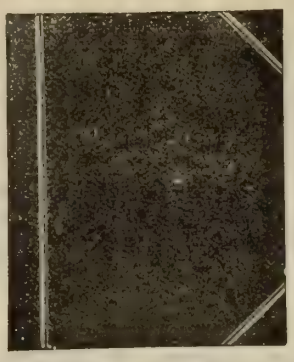
Accept No Imitation

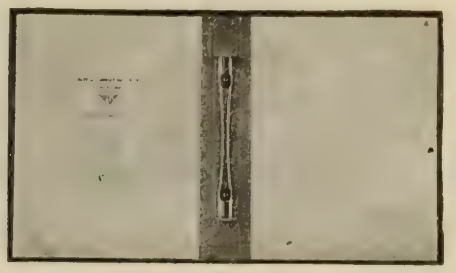


Live Notes Only

Tear Out When Attended To

Perforated Coupon Pages



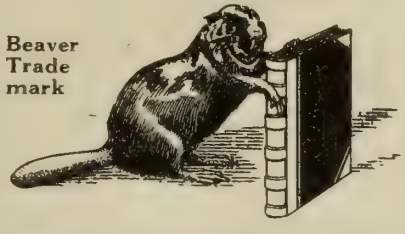


DOMINION STUDENTS' NOTE BOOK COVERS

The excellence of Dominion Students' Note Book Covers is recognized in schools and colleges throughout the country. Not only in the lecture and class room, but everywhere a serviceable popular-priced ring book is needed, these Dominion Covers are in a growing demand.

Stationers catering to school business will find it profitable to submit samples of these covers to local educational institutions and to advertise an assortment in stock. These books are made in Canada and sold through the trade only.

Beaver Trade mark



Dominion Blank Book Company

Limited

BERTHIERVILLE, P.Q.



It is gratifying to think of the important part that National Blank Books and Loose Leaf Devices perform in National business. Wherever accounting is done and records are made, some items from the National Line are sure to be found rendering faithful service.

A user of one National number readily becomes a regular customer of other National record books. It is much better for an office to stick to the National Line, in place of a motley assortment of varied makes and brands. In order to successfully take care of your trade stock the National Line.

NATIONAL BLANK BOOK COMPANY, HOLYOKE, MASS.



It's The Right Knowledge That Counts

The knowledge of the fact that M. & V. typewriter ribbons have a splendid sales record will count a great deal with those handling or contemplating putting



in stock this line of goods, inasmuch as it will create an optimistic confidence in their Profitable Quality. Guaranteed Durable, Permanent, and Indelible.

Mittag & Volger, Inc.

Principal Office and Factory

Park Ridge, N.J., U.S.A.



Sales Count in Business

—And the first way to make a sale is to show what you have to offer. When you have an attractive display or something to catch the eye, it starts a prospective purchaser thinking.

CANE'S CANADIAN-MADE pencils are not made for attraction, but for writing and drawing service in schools and homes. However, for our customers' display purposes we put the pencils in colored stands, containing half a gross, tipped and finished in six different colors, with ½ gross additional ready to replace those sold from display stand. Complete in box. The price for display stand and gross of pencils is $5.25. Each pencil retails at 5 cents.

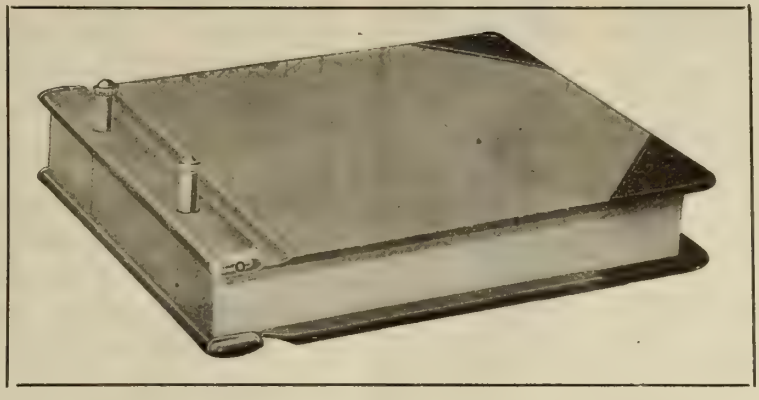
Any wholesale stationer in Canada can supply CANE'S pencils.

The Wm. Cane & Sons Co., Limited

Newmarket, Ontario

LUCKETT'S
STERLING
— LINE —

POST BINDERS



This is our Style DE. It is made in 19 stock sizes and in any special size that is required.

SPECIAL SERVICE

In our new factory we have facilities such as we have never had before. Our schedule for SPECIALS is FOUR days from receipt of order—in case you are rushed we can ship the day after the order comes in; we don't advise this as it doesn't give the glue time to dry. However, if you want this special service just mark your order — SPECIAL RUSH—and send it along. Mail—Phone—Wire.

METALS

If you do your own binding we will furnish you metals only. Small orders shipped same day.

Write for Our Latest Price List and Discount Sheet

LUCKETT LOOSE LEAF, LIMITED
TORONTO

Repeat Orders

You may wish to order a little extra stock for the last few days of Christmas selling.

If you do, please wire at our expense and we will give your orders immediate and careful attention.

Just mention the amount and the retail prices and we will give you best sellers only.

The same applies to New Year Cards should you require a few more.

William E. Coutts

145 Adelaide Street West
TORONTO

COUTTS GREETING CARDS MADE IN CANADA

Member of the Greeting Card Association

Get the Trade of Eversharp Buyers

Eversharp continues to sell quickly, and steadily, because it is always sharp yet never sharpened, because it is superbly designed to give life-long writing comfort.

Naturally, Eversharp sales mean gratifying profits to Eversharp dealers; they also mean added prestige.

Eversharp users, quite generally, remember where they purchased Eversharp and return regularly to purchase Eversharp Leads and other articles of high quality.

Strictly from the dollars-and-cents standpoint, consider carefully the value of this Eversharp prestige, and then write for the interesting Eversharp catalog and literature. Address the Canadian representatives:



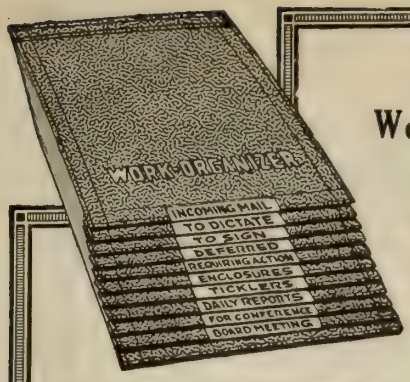
The symbol of perfect writing—the mark of the Eversharp Pencil and Tempoint Pen.

Rowland & Campbell, Ltd.
Winnipeg, Manitoba

Consolidated Optical Co.
Toronto, Ontario, and Montreal, Quebec

EVERSHARP
The name is on the pencil

Made and Guaranteed by
THE WAHL COMPANY, Chicago



The illustration above shows how Work Organizers look. The one below shows how they are used. Fifteen styles. Illustration shows the No. 332, letter size, 10 pocket, Black Seal Grain Fabrikoid, $5.25—one of the most popular styles. Same Size genuine leather cover, $15.00. Paper cover, $1.90.

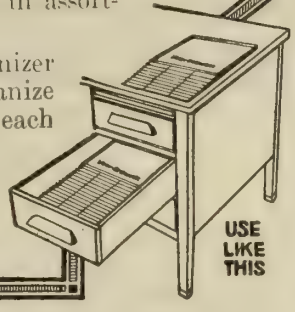
Feature Work-Organizers For Gifts to Men

Thousands of Work-Organizers were given last year—in fact all through the year. This year *push* them—they have splendid possibilities for gift purposes.

Office men like practical, usable gifts and something they haven't already received by the dozen.

The fifteen styles of Work-Organizers allow a wide range of choice, both in assortment and price.

A copy of the Work-Organizer bulletin, "How to Organize Desk-Work," free with each Work-Organizer.



Work-Organizer Co.
725 West Grand Boulevard - Detroit, Mich.



Esterbrook Jackson Stub No. 442

The Reputation of Esterbrook Pens is based on Excellence of Performance

When you, Mr. Dealer, show a customer a comprehensive assortment of Esterbrook Pens, in one of the Esterbrook Counter Display Cases, he is sure to be satisfied with the service. And, he's sure to be satisfied with the pen he selects. A satisfied customer is a strong asset for you.

Write us about the new counter display cases and signs—Esterbrook Pens.

THE ESTERBROOK PEN MFG. CO.
18-70 COOPER STREET
CAMDEN, N. J.

Canadian Agents: Brown Bros., Ltd., Toronto, Canada

Esterbrook Pens "Easiest to sell!"

CARTER INX PRODUCTS

Standardized Ships— and Standardized Stocks

Standardized ships prevented mistakes, cut down costs, and hastened building. They were one of America's greatest contributions and "ships won the war."

Standardizing anything means simplifying according to a standard.

Simplifying your merchandising methods by adopting Carter standards will reduce your operating costs and increase your profits. Why not push one line that gives unexcelled quality in each product?

Standardizing on Carter products will save costs for shelfroom, handling, bookkeeping and stock accounting.

Carter Inx Products have a fifty years' reputation for excellence, are well advertised and guarantee satisfaction.

The Carter line is complete and its quality is unsurpassed. Standardizing on Carter's is business commonsense.

THE CARTER'S INK COMPANY
Mount Royal Avenue and Drolet Street
MONTREAL, QUEBEC

ANNOUNCEMENT

We desire to announce to the trade that we are again in full production and, with the added facilities of our new factory, are now in a position to give our customers better service than ever before.

We wish to thank all of our friends for their courteous consideration during the period of moving, and we feel certain the better service that the new plant has made possible will more than make up for some of the annoyances that were inevitable under the conditions.

WILSON-JONES LOOSE LEAF CO.

3300 Franklin Blvd.
CHICAGO, ILL.

316 Hudson St.
NEW YORK

Money-Saving Information

"The most useful information contained in any paper I get"—so a Western banker writes in to-day's mail, renewing his subscription for FINANCIAL POST.

"Very often," his letter goes on to say, "I am called on to suggest investments for small amounts, sometimes as low as a few hundreds, and I find your Investors' Inquiry Service a reliable partner to consult. If every investor knew there was such a service at his call it would surely lessen the losses of many of these people."

The Investors' Inquiry Service fills just that need. Unless you are perfectly sure of your investments, write us before you buy.

It costs FINANCIAL POST subscribers nothing to be sure before placing hard-earned savings in stocks that may never have a chance of paying dividends.

Trained service men will give you the benefit of keen analysis based on the facts behind the securities you are considering. This is one of many features enjoyed by our readers.

143 University Avenue **THE FINANCIAL POST** TORONTO Canada

BOOKSELLERS: FEATURE THIS PERIODICAL ON YOUR NEWS-STAND. Published Weekly

How Many of These Popular, Quick, Ready W. & W. Sellers Do You Carry in Stock

And For Which There's a Constantly Increasing Demand?

No matter the need, you'll find the answer in

White & Wyckoff's Distinctive Stationery

comprising

Staple Papeteries
Gift Boxes of Stationery
Package Papers
Pound Papers
Boxed Papers
Envelopes
Men's Personal Stationery
Men's Semi-Business Stationery
Society Visiting Cards
Panelled Paper
Panelled Cards
Deckle-Edge Paper
Gold Bevelled Cards
Gold Bevelled Paper
Silver Edged Paper and Cards
Mourning Stationery
Mourning Cards
Sympathy Acknowledgments
Juvenile Stationery
Children's Party Invitations

Birth Announcements for Boys
Birth Announcements for Girls
Hand Bordered Cards
Hand Bordered Paper
Gold Edged Cards
Gold Edged Paper
Lined Envelopes
Ink Tablets
Spelling Tablets
Pencil Tablets
Composition Books
Blotter Cover Tablets
Examination Blanks
Drawing Tablets
Note Books, end fold
High School Note Books
Stenographers' Note Books
Typewriter Papers
Manuscript Covers
Mercantile Scratch Pads

Stationery for everybody—men, women, children—in all walks of life—for their every requirement—will be found in the W. & W. line. A paper for every need—a price for every purse. More facts on request.

White & Wyckoff Mfg. Company

Master Makers of Distinctive Social Stationery

HOLYOKE, MASSACHUSETTS, U.S.A.

Canadian Representatives:

A. R. MacDougall & Co., Ltd., 468 King St. W., Toronto, Ont.

The Schofield Paper Co. 23-25 Prince William St., St. John, N.B.

The Mark of Master Makers

WDT

VUL-COTS FOR 1921



Stationers who specialize in selling these high-grade waste baskets have thereby materially increased their volume of business at most satisfactory profit.

Vul-Cots are made of a highly developed quality of vulcanized cotton fibre—a hard, tough substance of great strength, yet it is light in weight.

Vul-Cot Fibre will not split, dent or corrode—nor will it deteriorate with age.

The sides and bottoms of Vul-Cot Waste Baskets are solid, concealing contents and preventing scraps of paper and litter from sifting through to the floor.

VUL-COT
GUARANTEED
Waste Baskets

They are smooth inside and out, and have no sharp projections to catch clothing or mar woodwork and furniture.

Colors are neutral to harmonize with any surroundings.

Vul-Cot Waste Baskets are sanitary.

They are gracefully shaped—good looking—and are the ideal baskets for home, school or office.

Send for illustrated folder with prices and discounts.

SETTEN & DURWARD OF BIRMINGHAM

The present year has seen a big influx of this firm's standard British-made stationery sundries into the stationery stores of Canada, and because of the high grade of these products 1921 will witness enormously increased sales.

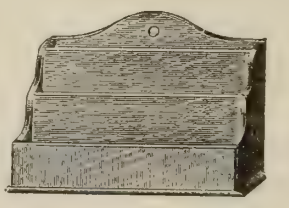
SELLING THESE GOODS WILL STRENGTHEN YOUR TRADE

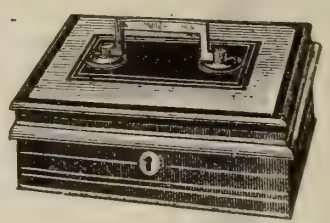
There are two Setten and Durward factories in Birmingham. One is devoted to the manufacture of a varied line of products of wood, such as Stationery Cases, bases for Ink Stands, etc.

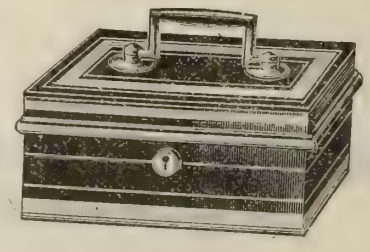
In the other factory are manufactured metal specialties, such as Brass Paper Fasteners, Compasses, Dividers, Protractors, and the various items going to make up Drawing Sets, as well as other School Supplies. Cash Boxes and Deed Boxes are extensively manufactured. Still another important line comprises various carded goods for stationers.

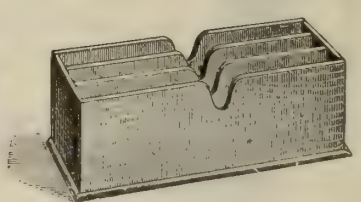
TRADE MARK CRITERION REGISTERED

BRITISH MANUFACTURE IXL









A. R. MacDougall & Co., Ltd. Representatives for Canada and Newfoundland
468 King St. West Toronto

DIXON'S ELDORADO

What it brings to your Service is Distinction; what it leaves with your Customers is Satisfaction: and your profit through its sale is large in what you can count and deposit in your bank, but larger still in that good opinion of your customer, which cannot be counted, **nor discounted.**

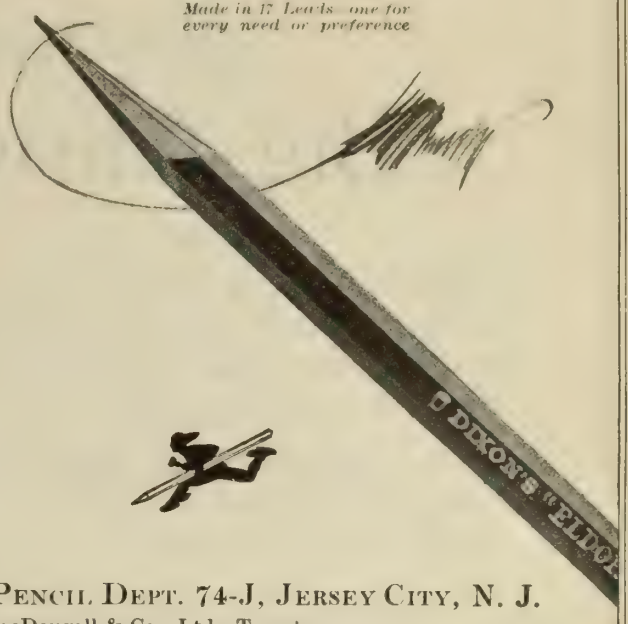
DIXON'S ELDORADO

"the master drawing pencil"

DIXON'S ELDORADO

"THE MASTER DRAWING PENCIL"

Made in 17 Leads, one for every need or preference



JOSEPH DIXON CRUCIBLE CO., PENCIL DEPT. 74-J, JERSEY CITY, N. J.

Canadian Distributors:—A. R. MacDougall & Co., Ltd., Toronto

Make 1921 a "Standard" Year

STANDARD CRAYONS



Crayel—Highest quality wax crayon for general school use.

A complete variety of school crayons carried in stock in Toronto. NONE BETTER MADE. Ask your jobber for prices.

Best for User ***Best for Dealer***

STANDARD OMEGA DUSTLESS

Omega Dustless Chalk—A dustless chalk that is dustless. Omega is entirely free from grit, erases easily and will not scratch the board.





Artco Pastel—Especially adapted for advanced color work in paper drawing. They can also be used with water and produce a delicate water color effect.

Standard White and Yellow Enamelled School Chalk—NONE BETTER MADE.

A. R. MacDougall & Co., Ltd. *Representatives for Canada and Newfoundland* 468 King Street West :: Toronto



To Secure Those
Big Christmas Sales

To study your customer quickly—to make more money—there is no better way—are we not right?—than by suggesting books by authors whose names have become widely-known and will, therefore, be most acceptable.

Then—remember the names—drill your clerks in them, too — of both authors and books in the list below. From these you can fill any customer's wants.

BERTRAND W. SINCLAIR
Poor Man's Rock. $2.00.

JEFFERY FARNOL
Black Bartlemy's Treasure. $2.00.

GEORGE BARR McCUTCHEON
West Wind Drift. $2.00.

RIDGWELL CULLUM
The Heart of Unaga. $2.00.

ANTHONY HOPE
Lucinda. $2.00.

MARIE CORELLI
The Love of Long Ago. $2.00.

FLORENCE BARCLAY
Returned Empty. $2.00.

ROSE McCAULEY
Potterism. $2.00.

E. V. LUCAS
Verena in the Midst. $2.00.

AUTHOR "YOUNG VISITERS"
Daisy Ashford: Her Book. $2.00.

BRUCE BAIRNSFATHER
The Bairnsfather Case. $2.50.

RT.-HON. J. H. THOMAS, M.P.
When Labour Rules. $2.00.

J. S. SNAITH
The Adventurous Lady. $2.00.

H. M. SHARP
A Pawn in Pawn.. $2.00.

OCTAVUS ROY COHEN
Come Seven. $2.00.

MAX BRAND
The Night Horseman. $2.00.

MAXIMILIAN FOSTER
The Trap. $2.00.

GERALD BISS—
The Door of the Unreal. $2.00.

FRANCES R. STERRETT
Nancy Goes to Town. $2.00.

M. McCONN
Mollie's Substitute Husband. $2.00.

OLGA HARTLEY
Anne. $2.00.

STEPHEN McKENNA
Sheila Intervenes. $1.25.

STEPHEN McKENNA
The Reluctant Lover. $1.25.

HENRY ST. JOHN COOPER
Sunny Ducrow. $2.00.

W. G. SMITH
A Study in Canadian Immigration. $3.00.

JAMES L. HUGHES
The Poems of Robert Burns. $3.00.

E. B. BIGGAR
Hydro-Electric Development in Ontario. $2.00.

160 SUCCESSFUL MEN
Touchstones of Success. $1.35.

Good Idea to Check up Your Stock of These Now.

THE RYERSON PRESS

Publishers TORONTO



Editorial from

THE FINANCIAL POST

Toronto, October 22, 1920

Published by **THE MACLEAN PUBLISHING COMPANY, Limited**

WE SHOULD DO BUSINESS WITH THE BOHEMIANS

THE great majority of the Canadian public are laboring under a misapprehension as regards Bohemia or, as it is now called, the republic of Czecho-Slovakia, when they consider it as Austrian or allied with Germany. Although Bohemia formed a part of the Austro-Hungarian Empire previous to the war, its people never became reconciled to being a subject race to Austria and for many years were preparing to free themselves from that country. Compelled to fight with the Austrian forces at the beginning of the war, they seized the first opportunity and deserted to the Allies, fighting with them in Siberia, Russia, France and Italy.

They were with the Canadians at Vladivostok and when our troops returned home they undertook to care for the graves of Canadian soldiers in that region. Later a detachment of several thousand of them, including their commanding General, traveled across Canada on their way home and were cordially entertained everywhere.

There was a proposal to settle 25,000 of them in Canada last spring, but Russian Soviet labor agitators bluffed the Dominion Government out of it and the country thus lost an unusually fine type of farmer. An effort should still be made to get emigrants from there.

L. & C. HARDTMUTH'S

"KOH-I-NOOR"

PENCILS

FACTORIES
BOHEMIA, CZECHO-SLOVAKIA

SOLE AMERICAN AGENCY
34 EAST 23rd ST., NEW YORK

"KOH-I-NOOR" PENCIL COMPANY
IRVING P. FAVOR, Manager

The Canadian Almanac, for 1921

Seventy-Fourth Year

Edited by Arnold W. Thomas

The *Canadian Almanac* has been published continuously since 1848 and is indispensable to every Canadian engaged in professional or business life.

The Almanac is a directory of Canadian persons and things, such as:

Customs Tariff
Banks
Militia
Post Offices
Clergy
Government Officials
Schools
Societies
and a vast amount of general information

Bound in full cloth, gilt title.

Retail price $3.50 net.
A liberal discount to the trade.

ONE BOOKSELLER IN A TOWN OF LESS THAN 5,000 PEOPLE SOLD 100 COPIES YOU CAN MAKE A PROPORTIONATELY GOOD SHOWING WITH THIS POTENTIAL BEST SELLER.

Dominion Diaries

FOR

Diligent Dealers

OFFICE DIARIES

Varieties have been reduced. The quick sellers remain. The dealer's sales are consequently more profitable.

POCKET DIARIES

Keep your stock complete and make your 1921 Diary Sales Hit High Water Mark.

Send for price list.

CHRISTMAS RUSH ORDERS FOR PAPETERIES

WILL HAVE OUR PROMPT ATTENTION

We Can Also Fill Rush Orders For Games—Do Not Miss Christmas Sales.

THE COPP CLARK CO., LIMITED

TORONTO

EDITORIAL COMMENT

TRADE IS BRISK

BUSINESS is good and will continue good throughout this year's Christmas season in the book and stationery stores. This will be the case in spite of the rather too loud sounding of pessimistic notes in some quarters.

One of the principals of an old-established wholesale stationery house, discussing this question with Bookseller and Stationer, said that he had been through many periods when the trade in high-priced goods had been backward and the experience had invariably been that this helped business in the book and stationery stores.

This year's sales to the retailers of their papeteries had been on an unprecedented scale and some retailers had come to Toronto especially to make arrangements to order additional quantities over their original placing orders, then being filled.

From all sides come reports of good brisk business in the retail stores and the prospect is that Bookseller and Stationer will in January be able to report bumper holiday business in all sections of Canada.

BUILD FOR THE FUTURE

IT has taken a long time to convince the trade in Canada that there is an all-year round profit in toys. Many dealers have even introduced this department as an experiment rather than from conviction as to its advisability. Yet very few of these have given up the line.

Apart from the direct business which toys give the dealer, there is another aspect which is just as important. The small boy is taught to place a penny on the collection plate, not from actual monetary value, which the coin means to the church, but to train him in the good habit of giving. The boy who learns to look in the store windows for toys on which to spend his money is also unconsciously trained in the habit of buying. The store which was able to supply his childish fancies becomes a part of his habit for buying when he outgrows the toy age and wants a book or a fountain pen.

There is a big opportunity for travelling men to influence booksellers and stationers in the question of toy departments. Many dealers, who through diffidence or carelessness have never attempted such might be added to their list of customers out of appreciation of the genuine business opportunity opened up for them.

WHY SO PEEVISH?

IN the light of the thousands upon thousands of books by Canadian authors bought by Canadian people, as witness this year's sales of Canadian books in the bookstores, it seems rather ungrateful for some Canadian authors to be so critical of the Canadian public for not buying more of their books. Every little while peevish speeches of this sort are let loose at meetings of "the elect," one of the latest being the November meeting of the Toronto Women's Press Club.

WHOLESALER AND RETAILER

THAT the interests of the retailer and the wholesaler are very much identical, even though they may have their differences, was the statement made before the Ontario Retailers' Association by Hugh Blain, president of the Canadian Wholesale Grocers' Association. Mr. Blain is right. He was not far wrong either in his statement that there never was a time when the wholesaler and retailer should be more cordially working together than the present. Mr. Blain has some common-sense views on the wholesaler-and-retailer question and it would be a good thing for both parties if they would, as he suggests, get together and exchange views on such things as distribution methods, chain stores, the relationship of manufacturers, the mail order houses and wholesalers' policies. An understanding between the two on a number of questions would do no one any harm.

We Wish All Our Readers a Merry Christmas

Study of Customers' Tastes Broadens Possibilities of Book Selling

When Salespeople Are Able to Advise Mrs. Brown About Literature She Follows, There Is an Inevitably Favorable Reaction—Something About the Training of the Sales Force

"BOOKS mean more to the individual who purchases them than any other article he or she may buy. Wearing apparel has a limited use, soon wears out and is then discarded. A piece of furniture, a rug, or some other similar article is purchased for its own value. It is easily appreciated by being seen or by being used," said Miss L. Duzan, head of the book department of Miller & Rhoads, Richmond, Va., in an interview with "The Dry Goods Economist."

"A book is entirely different. A book lasts forever. It is something that has no value at all unless read or studied; something that in itself means nothing, and it is worth while to the purchaser only when he or she takes the time to read. Therefore, a book occupies a peculiar place in the home. Many homes to-day are quite devoid of books; and yet by the man, woman or child who is craving to learn, books are greatly desired.

Must Get Below Surface

"A department store which sells books must not try to market merchandise of this kind, then, as it would clothing or some other commodity that must only be seen to be appreciated. It must try to strike an entirely different angle. It must try to reach far deeper than the surface. For only by so doing can it really successfully handle its book department."

The Miller & Rhoads book department, though located in a faraway corner of the basement, is one of the most profitable and busy sections of the entire store. Miss Duzan has succeeded in building up a remarkable business, which she attributes to the fact that in the merchandising of books she attempts to keep away from the mere selling idea, and tries to develop in her customers an understanding what books mean in the home.

Salespeople Diligently Trained

The salespeople of this department are intensively trained to know their wares.

"For," said Miss Duzan, "a salesperson in the dress goods department must know how the merchandise he is selling is made, and should be able to tell the difference between an all-wool piece of goods and a mixed weave; so in this department knowledge of the merchandise is essential. The spirit of the author; the idea that he tried to put forth in his writings; the thought back of his work; and his relative importance in this work must be well known to the salesperson if he or she hopes to be successful."

In the training of salespeople, Miss Duzan issues question sheets from time to time which deal with national problems on which books are being written or with particular books carried in stock.

A copy of one of these question sheets follows:

No. 1.—What was the Federal Suffrage Amendment Bill?

No. 2.—Name three good books on the Woman Movement.

No. 3.—Name three war books giving the English point of view.

No. 4.—Name three war books giving the French point of view.

No. 5.—Name the most important war book from an American point of view.

No. 6.—Name four present-day poets whose works are being widely discussed, and two titles of each author.

No. 7.—What is the Scofield edition of the Bible?

No. 8.—What is meant by editions?

No. 9.—What does a customer mean when she speaks of a contemporary?

No. 10.—What should be your question to a customer buying children's books before you start with suggestion?

Followed in Stationery, Too

In the stationery department the general idea is followed out. One of the question sheets in the stationery department is reproduced here:

No. 1.—How many sheets of paper to a quire?

No. 2.—How many sheets to a ream?

No. 3.—What is the difference between a linen and chamois finish?

No. 4.—What do we mean by bond paper?

No. 5.—What brands of ream goods do we carry?

No. 6.—What brands of pound goods do we carry?

No. 7.—What is a good suggestion to a customer buying fine papers by the quire?

No. 8.—How many packages of envelopes would you tell a customer was the usual number sold to one pound of paper?

No. 9.—What make fountain pens do we sell, and why?

No. 10.—Name ten stationery articles apart from paper that are constantly in demand.

These instruction sheets not only give the salesperson a better idea as to the merchandise on hand, but have in addition an educational value as they often raise questions which the salesperson formerly had never considered.

Increased Book Sales

Miss Duzan has found that the sales of a certain line of books which are covered by one of these statements materially increased after the salespeople had been given a chance to study it over.

"My sales are built up along staple and solid lines, and I make no effort to carry the cheaper and more sensational type of literature. All my selections are of such a nature that they can fit well in any home, and will be really an asset in that home. The demand for the so-called trashy books is so uncertain that the sale of them really means nothing.

"The salespeople in the book department in a department store, if they rightly understand the importance of that department, can become a constructive force in the development of right reading among the customers of the store.

Element of Responsibility, Too

"Women come in and want to know what are the best books; what kind of stories we have that will make an appeal to the child, and they often leave the selection of the stories and books, which will form a large part of the child's education, to the salespeople of this department.

"My salespeople know and understand that in making a selection for these children they are placing in the hands of these children something that will go a long way in the moulding of that child's mind. Therefore, it is most important that they choose well and wisely.

"The choice of books for the department is one of the most important elements to be considered. A book department that doesn't carry with it more than the mere sale of merchandise fails in the fulfillment of its mission. After the merchandise is on hand it is just as important to dispose of it in order to fulfill that mission as it is to dispose of it in making a sale.

"We feel after we have placed a set of good books in a home, that we have done more than sell so much merchandise. We have started the members of that home on an educational journey that will broaden their minds, and will give them a keener appreciation of liv-

ing, and a deeper insight into the world's thoughts.

"I find that since people are reading more serious books they have come to a keener realization of what living really means. This I attribute largely to the soldier influence, particularly since there is a great demand at this time for biographies, histories, and technical works, many of the technical books being along the lines of educational work the soldier received while in army training camps.

"Also at this time there is a demand for smaller books. This is probably due largely to the fact that people living in apartments have so small a place in which to place their books that they want them of a size that will fit small shelving, often found in apartments. The large, heavy tomes of our grandfathers are out of style.

Value of Acquaintanceship

"Acquaintanceship is one of the chief factors in the merchandising of books. People really do not know what they want to read. Many people read to kill time, others for the purpose of entertainment, while others have a serious educational idea back of all their reading. In order to merchandise his wares a salesman must have some insight as to the class of reading a prospective customer indulges in. My salespeople are therefore instructed to keep as closely in touch with their customers as possible and, in talking with them, try and sound out the desires of the customer, and then, on dull days, when a salesperson has little to do, she calls up her customers to tell them of anything new that may have come in, or to gossip with them about the leading books on the market.

Keeping Customers Interested

"I find that customers appreciate this interest on the part of the salespeople, because they are able to gain information for use conversationally. Most people like to create the impression that they are well informed, and they appreciate a chance to talk with someone who has read a certain book—someone who can give them an inkling as to the nature of the book, so that they can discuss it.

"Realizing this, I have made an effort to make the salespeople build up a personal clientele, and this close contact of the salesperson with the customer results in many sales, and a better understanding between the customer and salesperson.

Also Uses Direct Advertising

"I have several selected lists of people to whom I send notes on new books from time to time. Also, I have other lists that I circularize with direct advertising matter of a general nature.

"The salespeople employed in a book department should have more than an ordinary education, for, as they are dealing with big, educational factors, unless they have studied considerably they will be unable to properly appreciate the merchandise they are selling."

Many sets are always on display in Miss Duzan's department.

"We have been carrying on an advertising campaign here to popularize the sale of fine editions for gift purposes," Miss Duzan declared, "and have found our campaign more than successful. This demand for books for gift purposes has been brought about by direct advertising, letters and cards being sent to people whom we believe would be interested in making such gifts, and we find that, as a general rule, people appreciate such suggestions, as nothing serves quite so well for a gift as a book, or a set of books.

Value of Knowing Tastes

"If you happen to have a pretty good knowledge of what Mrs. Brown reads, and someone comes in asking for a present for Mrs. Brown, you can suggest a book that can be appreciated, not only because it comes as a gift, but because it is something in which Mrs. Brown is particularly interested.

"A little money judiciously expended for advertising purposes along these lines will soon make known that you have a pretty good index of the reading habits of a certain set of people, and when this fact becomes well known in that set, you will have many requests for books for gift purposes, the giver leaving the entire selection of the merchandise to you. This kind of trade is particularly valuable, as it brings you in contact not only with the purchaser of the book, but with the recipient of the gift."

DISCS AS GREETINGS

According to a sensational news story cabled from Paris to American newspapers, Paris is starting this year a new fashion in Christmas cards. Instead of receiving from their friends some gaily-colored pictures with somewhat sentimental verses printed below and the usual Christmas greetings, Parisians of the cosmopolitan kind who keep the festival are to receive something entirely new. Its appearance will be very uninteresting, for tucked in a somewhat bulky envelope they will find a circular disc of beeswax.

The game is this: Everyoneone wi' a registering apparatus on a phonograph is busy speaking into it little messages which he or she thinks his or her friends might like to hear. Even if one does not have the apparatus at home, one can go into a store and make records on small, specially prepared discs, which can be taken away by the dozen. The happy recipient on Christmas morning will have the delight of the greeting and also that of surprise, for part of the game is not to enclose a card, but let the voice do everything.

Retail stationers will, of course, take this with more than one grain of salt. Greeting cards will not be supplanted, but this novelty may have a good run.

E. J. Farvell, stationer, Thornbury, Ont., has been succeeded by F. C. Harrington.

Albany, N.Y.—A woman 87 years old has bought a typewriter because her right arm is broken and she has never learned to push a pen with her left. Getting along fine.

Haste, Superficiality, Self-Assurance

Characteristics of People of To-day—Harm They Are Doing Themselves Will Affect Posterity

IN "A STUDY of the Times," by W. Duncan McKim, M.D., Ph.D., published by Putnam's, the author deals with the disturbed mental balance and universal discontent that has followed the Great War. Common sense is flouted and self-control is reduced. Credulity, everywhere rampant, is now armed with political power and, unless persuaded to discretion, the people will do irremediable harm to themselves and posterity.

"Haste, superficiality, and self-assurance characterize generally our deliberations, which are vitiated by faulty perception, inadequate facts, and fallacious logic. The frailties of intellect and the wiles of self-interest lead us all astray; we are misled by the social influences about us and we mislead ourselves. We must reform our thinking, if we would achieve true progress.

"With a growing knowledge of man, our confidence in his judgment must diminish, but, happily, we shall continue to revere the noble qualities of the human heart. For those who reflect, doubt must pervade every domain of thought; but this need not impair the incentive and the joy of existence, for it is not intellect but feeling which determines the quality of our life."

Books of this nature, dealing with subjects so vitally affecting mankind in general, give booksellers an opportunity for materially enlarging the scope of their selling, enabling them to enlist the interest of many who are not habitual readers of books.

Stationers' Hardware and Glassware

Selling Helps as Presented by Committee's Report at National Convention of U.S. Stationers

E. Y. HORDER, of Chicago, who is one of the most enterprising stationers in the U. S., is chairman of the committee on hardware and glassware of the National Association of Stationers of the U. S., and the following suggestions for display of these goods were included in his report at the convention held in St. Louis:

"I believe all hardware and glassware should be displayed on a counter and not in a showcase. The day of the showcase has passed, except for a very few stationery items.

"A stationer who wishes to test this statement may prove it for himself:

"For one week tabulate the sales of an article displayed in a showcase; then place a dozen, or a filled tray, of the same article on a counter. Use a sign stating the price, etc. The sale of the article will increase.

"Small hardware should be displayed in trays with a small card and price at the head of each tray.

"Inspect the 5 and 10 cent stores. Woolworth can help the stationer display merchandise, and Woolworth knows how to merchandise.

"One man should be in charge of this department. Make him responsible. Insist upon neat displays; insist upon the stock in the shelves being neat and orderly. Pay your salesmen a bonus on sales. A bonus properly applied increases sales and profits. If you have displayed goods that will not sell, reduce the price until they are sold. It is not economy to hold such merchandise.

"Furthermore, stock in this department should turn five times. A perpetual inventory or a plan as good should be used.

"A record of sales and purchases of some kind should be maintained in order to weed out the non-selling articles, also to discover the ones of which too large a stock is carried. Pay the man in charge a bonus for the turnover you desire.

"We may not agree with all his conclusions, but they furnish food for thought and discussion.

"As often as possible use the national advertising of the manufacturers of office supplies in conjunction with your display of the same merchandise. Cut the advertisement from the trade or daily papers, mount neatly on good board and put it in the window by the side of your display; this links your store with the national advertiser and has great pulling power with the buying public.

"We have had some of these mounted as suggested and you can see how effective they are in attaining the desired results.

"(Show signs and comments on each and suggesting improvements.)

"These display cards will be at your disposal upon the conclusion of this report, and discussion is invited upon them.

"But, after all is said and done, the best 'selling helps' in the office supply field, as in all others, is a good salesman; not an order taker, who, when the customer has bought a single item, says: 'Is that all,' with a tone of finality in his voice; but a salesman who knows his stock and the needs of the public, and who can and does suggest other articles for office use.

"It is the 'added sale' that counts and which makes a more rapid turnover possible.

"How many retailers have taken the time to analyze the increase in selling prices of the principal articles covered by this report? The gross receipts of most dealers in the past two years have been abnormally large, but have we sold more merchandise?

"The average increase in the selling price of glass inkstands since the beginning of 1917 is about 55 per cent., and of glassware, as a whole, 75 per cent., while cash and bond boxes in the same period have advanced about 175 per cent. Make a thorough investigation of your business and see if you really are selling more goods. Find out if your business is built on a rock or on the sand.

"It is vitally important that window displays be neat, clean and bright, the background and ceiling being of white or cream color to add to the light thrown upon the merchandise.

"Prices should not be neglected, but, except in special sales, prices should be subordinated to the display.

"In special sales the price ticket is the centre of attraction.

"Cut glass inkstands show to best advantage on a pink or green blotter.

"If a little attention is paid to the seasonal display of sponge cups and paper weights, many more sales would result. Glass and iron paper weights should be put on display in spring and summer when office windows have to be raised for ventilating purposes.

"The inside show cases must be kept in a neat, clean condition if purchasers are to be attracted, and that is the only reason for the display."

SIGNS AND SHOW CARDS

E. G. Matthews has written a practical book on "How to Paint Signs and Show Cards," which contains a complete course of instruction. It is illustrated with over 100 alphabets and designs, and written in plain English that everyone can understand and thus learn to paint good signs.

The alphabets and designs are also suitable for commercial artists or anyone who has occasion to do hand lettering. The book is published by the J. S. Ogilvie Co., of New York.

Teach Art of Retail Selling

Manufacturer Makes Practical Suggestion—Assistants Should Also Be Taught Stock-Keeping and Display of Goods.

FOR retailers and the assistants there is food for thought in the following, which is from a letter written to the National Association of Stationers of the U. S. by a member of a stationery manufacturing concern, a man of long experience in the trade:

"No matter what the character of a dealer's stock, the success of his business depends largely on the personnel of his sales force. I have been amazed at the ignorance displayed behind the counters of retail stationery stores, and particularly in the paper and envelope departments. This condition exists everywhere—it makes no difference where I go, I find stationers deploring the incapacity and inefficiency of their sales force. Is there a remedy for this? I think there is. Most of the larger cities now have a Stationers' Association. I would suggest that you arrange for classes or lectures occasionally, in which you could teach your sales forces the art of selling goods, keeping stock, display, etc.; the essential details regarding the particular lines you carry in comparison with the competitive lines, and indeed, all the thousand and one details which a competent sales person in the stationery business, whether man or woman, should be familiar with in order to render employer and customer the best possible service. If your present sales forces are not adequate in number, you might advertise for young men and young women and have special classes for them where they could be taught these things, with the promise that those who show themselves competent would be given good situations."

Blank Books In the Stationery Trade

Some Valuable Suggestions Are Brought Out in This Report Presented to Stationers' Association—No Lower Prices in Sight.

CHAIRMAN CHARLES A. STEVENS, of the special committee on blank books, presented a report at the convention of the National Association of Stationers of the U. S., which brought out points of vital interest to all members of the trade.

He told of the elimination of a lot of sizes and thicknesses in blank books by manufacturers.

"Take copying books, for instance—they were always made in 300, 500, 700 and 1,000 pages, while to-day most manufacturers are only making two thicknesses and have cut down their variety about 75 per cent., which gives both the dealer and manufacturer more capital to use in other lines.

The investment is not as large in blank books on the dealers' shelves to-day as it was fifteen years ago on account of the tremendous inroads made by loose-leaf goods, and while the dealer formerly had hundreds of dollars invested in medium and demy ends and bands books, to-day his investment in these goods is very small, and some dealers have dropped them altogether.

By reducing the thicknesses and styles it gives both the manufacturer and dealer a chance to carry a larger quantity of the good sellers and turn over their inventory oftener than with such a large variety and it's in the turnover where the money is made.

Blank books cover a lot of shelf space and while to-day they are figured on a margin that should pay the dealer a profit, I think that they should be figured to sell at retail on a different basis. The quick sellers should be sold on a closer margin than the slow sellers, such as copying books, invoice and scrap books and full bound blank books. These are seldom turned more than twice a year, and often only once, while memorandum and pass books and crown size books are often turned from five to six time a year according to the dealer and his favorable location of being nearer the factory where he can get stock quickly and does not have to carry the heavy stock that other dealers must whose location is miles away from the source of supply.

No Lower Prices

Now, in regard to the costs of blank books, I doubt if we will see cheaper prices for some time to come, as from what information I can gather as to the source of supply of paper, boards and everything entering into their costs, we may have another advance, and there are rumors out to-day while I am writing this report that we will soon have to pay more.

Years ago the dealer's investment in blank books was by far his largest item on his shelves, but to-day his loose-leaf stock has grown so fast that it takes first place in his inventory.

Now, the manufacturer, in getting out his price lists, has helped the dealer enormously as it helps the small dealer in pricing his goods, but these price lists should be figured out more extensively on such lines as memorandum and pass books and the cheaper lines of blank books. If we buy memorandums listed at $36 a gross, less our discount, they should not recommend they be sold at 25 cents each for the single book.

Such goods as we buy by the gross should show at least 40 per cent. on the selling price by the gross and one-tenth for the dozen price, and one-tenth or one-eleventh of the dozen price for the price each as it takes time to show these goods where sold singly and the sale is very small. If an article costs us only 2 cents each and sells for 5 cents the percentage of profit is splendid, but really you have lost money on the sale because of its size and it costs so much to sell small items.

Keep a Stock Book

Every dealer should have a good stock book to keep track of his blank books, as it helps him to know what goods are slow sellers and he can drop those which do not turn and use the space and capital for better sellers. How many dealers label their blank books before putting them on their shelves for sale? Some stationers do not label them at all, but sell them as received direct from the factory. It is a splendid idea to give each individual book a separate number and when the customer wants another book like the one he has been using, all he does is to turn to the label on the front cover and telephone his stationer to send him a number 3671 blank book, and the dealer turns to his numbering book and finds that No. 3671 calls for a 500-page, 6-column, ¾ Russia demy journal, manufacturer's number 261, and can only be purchased from this individual stationer, but if the label called for No. 261, 500-page, 6-column, then he could call up any stationer and purchase it.

Yes, it is a lot of trouble and labor to put these labels in the books and put them in correctly, but it pays a handsome dividend in the repeat orders. All our salesmen have instructions before delivering a blank book to the customer to check up the special number and see if it is correct as it may save us a lot of trouble later on if it should not be right—and sometimes we make mistakes. It is also a wise plan to place the thicker books on top of the thin books on the shelf as most salesmen pull down the first book they lay their hands on and very often the customer will take a 300-page book if shown first where he might have taken a 150-page book if that had been taken down. It helps increase the volume of sales as well as the profits, and does not take any more of the salesman's time to sell it.

It is also a wise plan to date the front label of the package when goods are received so you can tell by the dates which package to bring up from the stock room, and in this way you will always have the new stock in reserve and dispose of the old stock first.

Margin of Profit

Blank books should pay a larger margin than pencils or pens or many other lines. Did you ever think what it costs to market $500 worth of blank books—the item of freight and cartage—shelf room occupied—the number of times they have to be rewrapped—and the time used in dusting and keeping the stock shelves looking neat—and also the salesmen's time in showing several different kinds before the customer is satisfied—also the spoilage and depreciation where they are shown, particularly how the ladies, in selecting them love to put a dirty glove on the pages and leave finger marks? Well, all that takes time to clean and put back on shelves when the same $500 worth of pencils can be shown and sold in a quarter of the time. Blank book stocks are not turned as often as many other lines, so, as I said before, they should show a larger profit on the sale.

The column books have taken the place of many of the old lines of blank books and are one of the best sellers in the line. These books are generally made in only two thicknesses and seem to satisfy all users—and I am glad to say that the manufacturers are gradually cutting other lines so we will only have two or three thicknesses in each line.

Diaries

Mr. Stevens: "In regard to diaries, the manufacturers could cut down their number of styles of binding. On some of the small diaries they have as many as 6 or 7 or 8 different styles of binding. During the past two years they have not been able to get the styles of binding and they have had to substitute other lines altogether. We have several different items of diaries in our stock that are awful to try to handle. Diaries should be handled on a larger margin or percentage of profit than blank books. I think diaries should be sold at list price, no matter what discount you get. You know that usually you have a lot of diaries left over every year. Some years we sell out, if we are lucky."

News of the Trade

THE TEXT BOOK PROBLEM

Paper shortage is given as the reason for the lack of High School text books, loose leaf note books, and the junior class British histories in the Collegiate institutes and High schools of Toronto, according to Hon. R. H. Grant, Minister of Education.

When asked whether it was not true that the manufacturers wanted an increase in the prices they got for the books and that the delay in the appearance of the books was accounted for by the refusal of the Government to grant these price increases, the Minister replied:

"No, the shortage of paper is the reason. I went to Ottawa, and with the representatives of other provinces tried to get the Government there to put an embargo on the fine paper used in these books, but this was refused us.

"I know there is a shortage of text books, and this has bothered me a lot. I had some representatives in to see me today, and they have pointed out a clause in their contracts which allows us to increase the price to be paid them if it is considered necessary, and also for them to give us a reduction if the price is too high."

"What are you going to do?"

"I have told them to give me their case in writing, pointing out this clause, and that I will take the matter up at once.

"Owing to the shortage of paper we have changed the regulation regarding use of loose leaf note books and they can now use any kind they like."

The said contracts with publishers now run from year to year, and this has been the case since the war. Before that the contracts were for seven and ten-year terms.

It is quite likely that the Government will within a short time appoint a commission to investigate this matter and decide what should be done regarding text books.

COMMUNICATION

Ontario Department of Education,
Toronto, Nov. 29, 1920.

The Editor,
Bookseller and Stationer,

I am directed by the Minister of Education to say, in reply to your letter of November 22, 1920, that any delay on the part of the publishers in filling school-book orders has been due entirely to the shortage of book paper. Some of the publishers did not receive their supplies of book paper until the end of August or the beginning of September, although they had placed their orders for these supplies from six to nine months earlier. If any of your subscribers write for information in regard to the text-book situation, they should be informed by you that information will be given to any bookseller regarding any book if he will write to the Department of Education naming the text-book or text-books and the dates of his orders to the publishers. It would be quite impossible to give general information regarding the whole textbook situation, since that situation changes from day to day—the supplies of a certain book being short one week and amply sufficient the next week. It is believed that supplies of all the text books, without exception, are now going forward to the retailers, although until recently one high school book and one public school book could not be secured, for the reason stated above.

A. H. U. COLQUHOUN,
Deputy Minister of Education.

OFFICE SUPPLY PRICES

Well posted members of the stationery trade look for a slight decline in the prices of stationery sundries made of metal, but stationers' glassware will likely continue scarce and still further price increases are looked for.

On the whole, in spite of the present state of public opinion, and the downward tendency of many other commodities, there does not seem to be much prospect of prices declining in office supplies.

KEEP STOCK MOVING

Retailers must carry sufficient stock even if they know that the goods they are buying may possibly be sold at a loss. The loss thus sustained would be less than would be sustained if they lost their reputation for giving service to their customers by being out of goods customers want. If a dealer allows his stock to run too low he will send customers to his competitors and mail-order houses, and while his competitor may take a temporary loss it may be the means of securing a number of new customers who will prove profitable to him during the next few months.

Heads of large commercial houses say that the principle they are working on at the present time is to speed up their turnover. On no account should goods be carried in stock for any great length of time. If a line is not moving the price should be brought down until it is sold. In this way firms protect themselves against any big loss, should there be a big general slump in the market. In the smaller places it will not be possible to get as rapid turnover on many lines as it is in the city. The same principle, however, should hold good and every retailer at this time should count on speeding up his turnover. Dealers who have small cash assets cannot afford to carry as big a stock at this time as the man who has greater assets.

Brockville, Ont.—A new stationery store has been opened here by John Yates, at 98 King street west. He is featuring business stationery and office supplies.

How You Can Multiply School Trade

IN connection with school supply trade retailers should prepare for extra business with the opening of the new school term in January. In this connection it should be remembered that there are many supplementary supplies that can be readily sold besides those prescribed by the regular school courses. Try out this plan:

Every school teacher should have special portfolios or classified file for organizing work in connection with each subject. Principals should have similar equipment for each school room and for each teacher under supervision. This is a cue for the retailer to canvass all school principals and teachers for orders for these items.

Each week or each month they can be canvassed for some aditional item and by adopting this plan stationers will find that they will be able to make sales of items that would not otherwise be purchased at all, or, if so, would go to the persistent travelling representatives of school supply houses who go direct to the schools because their regular business is not done with the retail trade.

The retailers need not be afraid of this competition. They will find that the prices they can profitably quote will be as low or lower than these travellers, who have travelling, hotel and other incidental expenses that more than equal the retailer's cost of doing business.

Toy Displays In Montreal Stores

Toy Departments Overflowing With Fascinating Examples of the Toy-making Art—British, French, American and Canadian Goods Show Marked Improvement—Educational Games Are to the Fore—Mechanical Devices Are Excellent.

IT IS many a long year since stocks of toys have been so plentiful as is the case this year, and perhaps as a result of this plentitude of supply managers of toy departments have felt an incentive to elaborate their plans for Christmas display and to lay as much emphasis upon the toy in its every conceivable form as they possibly can.

According to one department manager interviewed by Bookseller and Stationer, there is no lack of toys of every sort and description, and in spite of the dullness of trade in most lines of merchandise it is expected that buying for Christmas in these lines will be better than ever. It is impossible to discriminate in favor of any country as regards the merits of any particular line, since toy manufacturing all over the world has improved by leaps and bounds within the last twelve months. Speaking roughly, it was stated that the stuffed animals from British workshops are by far the best of their sort, and dolls from American and Japanese makers are quite the most attractive. The British and Canadian educational toy is the leader of its kind, and the Japanese musical goods, such as pianos, are far superior in their class. In celluloid goods the American market is supreme, while for doll's furnishings the best range comes from France and England.

Every season, according to this manager, is noted for its own particular line of best sellers. In 1918, for instance, dolls were very slow to move and almost any other line of toy went faster; in 1919, however, dolls sold freely, in spite of the fact that they were hard to secure and this year it is expected that the mechanical and the educational toy will hold the field in the hearts of youngsters.

Hundred-Dollar Toys

Almy's Limited are all ready for their annual reception to the patron saint of Christmas, and are planning a monster parade in his honor as is their custom every season. A large section on the second floor has been set apart for toyland, and many rows of display tables and shelves have been especially decorated in scarlet with animal cut-outs appliqued upon them. All the toys will be shown upon this background of scarlet, and much evergreen and other Christmas greenery will be used as well. Among the features of Almy's toy display will be toy motor cars and stuffed horses which will sell at $100, or over, and which are marvellously made. The motors can attain a speed of 15 miles per hour by the use of clever gear arrangements, and will no doubt tempt many youthful speed artists.

Among the other new toys noticed here are miniature grand pianos, which are very tuneful and are equipped with the half tone scale so that real music can be played upon them. These should be of real educative value to their tiny owners in time to come. Another delightful novelty is the block outfit which features instructive games as well as the usual building construction effects. A feature of these new blocks is that there is only one way of fitting them together, owing to a trick in the construction, and therefore the child playing with them cannot be misled as regards his knowledge of the alphabet, for letters are carved upon each block and they must follow in their proper order. Whenever a bridge or a church is constructed of these blocks the entire alphabet inevitably appears upon the surface, or correctly spelled words of one syllable, as the case may be. The double purpose game is one of the features of 1921.

For Grown-Up Children

There has been a dearth of amusing games for older people for several years, according to the toy manager, and nothing seems to have approached ping-pong in popularity until this year, when a form of indoor golf has been perfected which is expected to achieve great success. There is no reason on earth why grown-ups should not play as well as children, yet the field is apparently untilled in this respect.

Toy Salesmanship

For older boys and girls also many ingenious scientific and mechanical outfits are making their appearance this year, such as complete telephone sets, with mouthpiece, receiver, wires, etc., and more and more emphasis is being laid upon science in toydom with every successive month. The great thing in handling this class of toys, according to the manager, is to have a sales staff with imagination and a capacity of seeing the child's viewpoint, so that sales may be stimulated by interesting the youngster as well as the parent. When a customer enquires about a toy, the sales clerk should be able to tell her something more than the price of the article. She should be able to say to her: "This little cart costs $1.50 madam, and it is one of the newest ideas in painted toys. It is made in the States and is all hand-painted and screwed together so that it will not break easily. The colors are fast, and there aren't any pointed corners to hurt a child. We have about a dozen varieties made by the same people and they are a fascinating collection for a child to make from time to time. There are all kinds of animals and carts and trees, etc., so that one can have a farmyard right away." That sort of argument will interest most mothers, and where a 50 cent article might have been sold, a $2 one will probably be sold instead or else several of the 50 cent kind.

The public does not want cheap toys, it seems, and there is certainly an increasing interest on the part of parents to try to develop an interest in home fun on the part of their children. Parents now understand that something more than just clothing and food is required by the normal child nowadays and they are seeking ways and means of making the home as attractive as possible. Following this idea, the toy department can make a definite appeal to such parents during the entire year, and one of the best things to interest grown-ups is the child's reflectroscope or lantern for showing picture post-cards, etc., which can be operated by electricity. Such an outfit will keep children amused for a whole evening and is absolutely simple to manage, as no complicated slides are required for its operation.

Still younger children are perennially interested in the Teddy bears and dolls, which this year appear in more varieties than ever and with many improvements. The walking doll is already selling well in spite of its cost, and many other English dolls which feature real hair, etc., are in strong demand. The latest English Teddy bear has a realistic growl, which makes him very attractive, and the larger the bear the more popular he is. Every possible species of animal appears this season upon wheels, in all sizes, but the largest kinds, upon which a small horseman can ride astride, will of course prove irresistible to children.

The Doll's House

There does not exist a single small girl whose heart would not beat faster at the sight of some of the wonderful doll's houses which are being featured this season by Henry Morgan & Co. One particularly attractive house, which is about 3 feet high and 2½ feet square, is entirely hand made, even to the bricks of neatly joined bits of wood, of which the walls and roof are made. The dormer and bow windows have balconies with flower pots, and there is a verandah in front. The house is completely outfitted with every modern convenience which can be imagined, even including

electricity, for which fixtures are provided in each room. There are hand-made rugs upon the floors, cretonne curtains at the windows, and period furniture in each room. In the kitchen there is a refrigerator as well as the most up-to-date model kitchen cabinet, range with complete outfit of utensils, etc., and at every window flower boxes bloom with gay flowers. Such a house as this, it is interesting to note, is the product of a Montreal manufacturer, and no finer exhibition is to be found among the many British and American lines shown.

The American doll's house is well finished on the exterior, but is unfurnished within. The British house is a replica of the well-known English villa, usually tall and narrow, sometimes featuring three stories, again only a bungalow style. These houses are very attractive architecturally speaking, and often have a tennis court and bowling green on the roof, with a miniature staircase leading down to the ground. The windows in these houses are exact reproductions of quaint latticed cottage windows.

One novel house is a composite desk, table or bookcase combined, and presents an ordinary appearance of a doll's house on the outside, but when the roof is opened up can be used in any of the above capacities.

The ever popular Noah's Ark reappears this year in new colorings and more attractive appearance than ever. The large outfits not only comprise complete sets of animals, but include the whole family of Noah, and several trees for making the ark as picturesque as possible. The arks appear in half a dozen styles and feature wheels as well as the usual keel-bottom.

During an interview with a prominent toy importer who has just returned from England, Bookseller and Stationer was informed that British toy makers have launched a big campaign to supplant foreign toys in the British markets. An advertising campaign is being waged calling attention to the comprehensive range of toys now being manufactured in Great Britain, and urging the British public to give preference to British-made goods.

The extension of this industry means increased industrial activity in many parts of the country. The metal parts of the toys and games are chiefly manufactured in the Birmingham district, while large potteries in the vicinity of Stoke-upon-Trent are providing dolls' heads, arms, legs, and eyes. The manufacture of toys from wood, wool, or fibre, is carried on in a number of cities, chiefly in London, Liverpool and Manchester. Before the war Great Britain imported toys to the value of £1,450,814 (1913), from foreign countries, and a very small amount from her own possessions. Approximately four - fifths came from Germany. Imports fell off during the war, though the toy trade with France grew steadily to large proportions. The United States furnished large quantities in 1915, but this trade fell off to half the next year and has since been negligible, the adverse rate of exchange acting as a check.

Germany's trade, of course, stopped. The extent of its revival and the menace to the British toy manufacturer may be seen by a comparison of import figures for the first half of the present year. In that period, of imports worth £1,170,-994, Germany furnished more than half —£631,138, as against £377,789 worth in the first half of 1914. British retailers do not like to handle these goods, but it is a matter of business with them.

The buyer for the toy and fancy departments in a West End house, where the annual Christmas fair is a special feature, said that in pre-war days he was accustomed to spend two months in Germany, and during that time placed orders amounting to £11,000 or so for toys, sports and fancy goods. He has been in Germany recently for several weeks. Many large German houses have been sending representatives to England to secure large orders for Christmas goods, and many Dutch houses have been acting for German manufacturers.

Toylands in Toronto

T. Eaton Company Stages Monster Parade in Honor of Christmas Patron—Three Floors of Toys Attract Thousands of Children —Santa Arrives Early to Cheer Things Up

TORONTO'S thoroughfares from North Yonge street station to Queen street were packed as they have seldom been packed before with eager children on Saturday morning, November 13th, when Santa Claus arrived from the land of ice palaces and diamond snows to take up his abode until Christmas Eve in the wonderful new Toyland, built for the genial patriarch and his brilliant entourage by the T. Eaton Company in the newly acquired wing of the main store.

Such scenes of enthusiasm as marked Santa's entry to the Queen City and his subsequent passage through the streets could scarcely be eclipsed—tens of hundreds of lighthearted kiddies pressed eagerly to the curb for a point of vantage, danced to keep Jack Frost from nipping little toes, or—if particularly lucky in getting an inside stand—flattened tip-tilted noses against the store windows in order to miss nothing of the long-heralded parade. Eaton's outdid any previous pageant of the kind undertaken in Toronto—elaborate and true to the loveliest picture books were the scenes enacted in the city streets, enabling rich and poor alike to make the personal acquaintance of such wonderful personages as Old King Cole, Cinderella, the Old Woman That Lived in a Shoe and all the other notables that tread the fanciful pathway of the nursery rhyme tales.

The Arrival

Loud cheering greeted each of the personages as they came by in the procession until Santa himself came into view. First a look of respect, mingled with awe, came over the little faces. Then, as the good saint turned his beaming face toward them, he at once lost all the air of mystery and they broke into a mighty cheer. It was away with doubt, away with fear. The beard of Santa Claus is not made of cotton wool, as the big boys told them. He was real. He wore no mask.

Bouncing and laughing, waving his hands and displaying the bags of toys he had brought from his workshops in the Far North, he was cheered along the whole route of the procession.

He presented a gorgeous smiling spectacle in a cardinal suit, beautifully trimmed with white fur, and when he climbed the ladder and swung into a third storey window thousands of throats cheered him as one, and straightway the joyous hordes of youngsters oozed in through the store and sought out their favorite haunts in a Toyland bigger and finer than anything they had seen before.

Here the memories of the magnificent parade with the animals on horseback, the Highlanders' band and Humpty Dumpty hanging perilously from his wall, were obscured by new subjects of wonderment and everyone forget everything but the presence of the most wonderful toys—three whole floors of them —and a Toyland approached through glistening doorways and distinct as a sacred place from the rest of the store. Separate staircases built enabled the youngsters to get from one wonderful display to another without having the spell broken, and from dolls to animals, blocks to trains, automobiles to books, they wandered with unconfined enthusiasm.

At Simpson's Christmas Show

Across the way in the Robert Simpson Company's Christmas Show, Santa arrived quite quietly on Thursday, Nov. 11th, and has been holding court ever since and rushing through his terrific correspondence. After a comparatively dull season, it is astonishing to see the swarms of people again in the stores—everybody has caught the Christmas spirit, and undoubtedly the early arrival of Father Christmas has done much to stir up enthusiasm and get the wheels of trade moving once more.

Right Spirit In Toy Advertising

RETAILERS in their advertising could accomplish better results were they to pay more attention to the spirit of their advertising. For instance, in advertising toys it is a good idea to address these selling talks to the boys and girls themselves even though it is father who disgorges the price. Here are a few paragraphs from an advertisement with many illustrations of toys in the Toronto newspapers on November 13.

DRUMS

Here's a big drum with funny pictures of Mutt and Jeff all round it. You can sling it over your shoulder by the red, white and blue ribbon and march round with all sorts of noise. The price is $1.75, and the tin bugle beside it is 50 cents.

TEA SETS

Oh! what lovely tea-parties you could have with this set of green china. There are cups and saucers for six, a tea pot that holds lots of tea, a cream jug and a sugar basin, and it's all dark green with bands of gold. Price, $2.50. There's every kind of tea-set you can imagine. Picture china sets at $1.50, $2.75, $3.75; hampers of tea things with little fringed napkins all complete at $4.50 and $6; aluminum sets at $3.25, $3.75 and $4.75, as well as all sorts of dishes ready set with dainties at various prices.

TOY ADVERTISING

Advertising copy that embodies a continuity of interest that will make people look for the advertisements from day to day can be applied with great effect in advertising toys. One of the big department stores in Toronto has been devoting half-page newspaper space to "The Kiddies' Christmas News" to advertise the toy department. Here are a few typical paragraphs:

"A big dray pulled by a prancing dapple grey horse ran into a wagon-load of balloons and sent them shooting into the air like sky rockets. The little kiddies who saw the accident clapped their hands in glee with every bang. At the Christmas show you can buy the horse and the balloons and stage your own explosion. Gaily-colored balloons, 5, 10 and 15 cents."

"While the membership of the Velocipede Club is very large, there is still room for many more Toronto boys and girls. It is advisable to sign up to-day as the club is waiting for you. Room for everybody. Santa Claus has the members' list. Join to-day in Blank's Christmas Show. Velocipedes, $6.40 to $28.50."

Another article had this heading:

"TIN SOLDIERS CALLED OUT!"

An article headed "Ball Teams Get Busy" told of the big supply of balls brought by Santa Claus.

Toy motor cars were the subject of an article with this heading: "May Break Speed Limit Every Day and No Arrest," a sub-title stating that "Tin Policemen Pay no Attention to Reckless Motorists on Fifth Floor."

TOY SOLDIERS

Horse and foot—king's men all of them and ready for a fight! Brown and black horses, red coats and helmets—they're a fine looking lot. An officer rides proudly along, a bugler sounds the charge—it's all as lifelike as you could wish. These are English soldiers and priced at $1.

NOAH'S ARK

"The animals went in two by two; the elephant and the tiger, too." That's only the beginning of the procession you see coming out of the Ark. We couldn't possibly put all the donkeys and sheep and bears and things into the picture. Mr. and Mrs. Noah are on the upper deck waiting for the animals to get out of the way. It's a fine looking Ark, isn't it? All painted white and orange with green windows. All the animals are painted, too, and the whole business is made of wood. Price, $20. Smaller Noah's Arks of the same kind are priced from $3.75 up.

THE MAGAZINE GIFT

Here is something to suggest to customers:

"Magazines make probably the best Christmas gifts, coming monthly or weekly they are a regular reminder of your kindness and goodwill."

Toronto, Nov. 25.—A department store advertisement included this paragraph devoted to autograph albums:

"An autograph album is a gift that's out of the ordinary, yet in good taste. Autograph albums are obtainable in several styles—one at $1.25 has a padded cover, gold edged colored sheet, and 5 x 7½ inches in size. In the same size with a cover and sheets of better quality is an album at $1.75. An autograph album with a red padded cover and 6½ x 7½ inches in size is priced at $2."

This idea might well be adopted by stationers who, if they made a drive on autograph albums, could easily multiply by ten their sales in the ordinary way.

SHARPENS POINTER BLADES

With the wide use of pencil sharpeners comes a demand for a sharpener for blades of the pencil-sharpener, and this device is now on the market, having been perfected and introduced by the Pencil Pointer Sharpener Co., of Tamaqua, Pa. It takes but a moment to sharpen the cutting apparatus, and the new device is very simple to use. Just insert in the machine as you would a pencil, turn the handle a few times, and the old rollers will be sharpened.

It is guaranteed to keep the pencil sharpener in perfect condition, saves time, office expense, and lead pencils.

Extending British Toy Trade

DESPATCHES tell of the probability of Belgian products, including toys, making a strong bid for Canadian trade in 1921, and also of the danger of German toys filtering through camouflaged as the products of other lands. The adverse exchange situation in those countries makes trade on this side especially attractive. The present year saw U. S. toys sold in Canada in record-breaking proportions. The British toy makers include Canada and all other parts of the Empire in their programme for extending their trade in the coming year. They are bending renewed efforts in their campaign to supplant foreign toys in the British market, and since the war a large number of new firms have begun manufacturing and old ones have extended their production. The campaign is being conducted by the British Toy Association, which has branches in all of the principal cities in the United Kingdom where the toy and game industries are prominent. Special advertisements are being inserted in the leading magazines and newspapers, calling attention to the comprehensive range of toys now being manufactured in Great Britain and urging the British public to give preference to British-made goods.

The extension of this industry means industrial activity in many parts of the country. The metal parts of the toys and games are chiefly manufactured in the Birmingham district, while large potteries in the vicinity of Stoke-on-Trent are providing dolls' heads, arms, legs, eyes and similar parts. The manufacture of toys from wood, wool, or fibre, is carried on in a number of cities, chiefly in London, Liverpool and Manchester.

Energetic Measures Are Required

Canadian and British Toy Makers Must Be on Alert to Stem German Toy Flood

THE necessity for the most aggressive exploitation of Canadian and British toys is emphasized by the latest news from Germany.

According to a cable despatch to the daily press from Berlin, Germany, on November 26, the Thuringia and Nuremberg toy-making centres have never before been so busy.

One of the toy trade papers' representatives says that not even in pre-war times was the demand for toys so great. Firms have been compelled to go to the big toy shops throughout the country to buy up unsold toys and touch them up so as to fill the gaps in their supply to meet the demand for toys of all kinds.

The chief demand is from England, which, even at this late time of the year, is still pouring orders in to German firms. In October toys to the value of about £160,000 were sent to England. This month the record—counting the number of toys and not their value in marks—of the best pre-war months will be broken.

The toys already sent to England in November, those on the way and those ordered, it is said, will reach a value of 200,000,000 marks. The number of toys will be between five and six million.

To stem this tide toy manufacturers in Canada should get the fullest measure of support of Canadian toy dealers, and the same applies to British toy-makers seeking trade in Canada. Toward that end advertising to the retailers should be on a larger scale than ever before. The toy industry of Canada faces a crucial period in the next year or two, but enormous strides forward can be made if aggressive and intelligently directed publicity is given the place it deserves in their marketing plans.

The toy trade is one of such proportions that it is deserving of the application of big ideas and certainly a far broader policy on the part of manufacturers and wholesalers in their attitude regarding advertising to the retailers.

The manager of the toy department of a leading department store in Toronto reports that, as far as actual business is concerned, it has been ahead every day this fall of the corresponding dates last year, the biggest Christmas toy year in the history of the store.

And where are the toys coming from this year? People particular about family trees might study with interest the source of the 1920 Christmas toy market offerings. It is whispered that a certain number on sale in Toronto might truthfully bear the trade mark, familiar of yore, "Made in Germany."

The Toronto manager said that no German toys were being sold there, but it is known that some German toys have been received here for sale, mostly in novelty goods. One firm states that they were goods ordered before the war and are being accepted now.

"It would not be surprising if some German toys drifted into Toronto this fall," said one wholesaler. "Montreal has any quantity of them, and other German goods are to be found in Toronto this year. It would be possible for them to be here if they had been ordered within the past three or four months."

United States produces most of the toys sold in Canada. Some come from England, but more from Japan, and Canada on the whole produces quite a respectable proportion.

According to a big toy retailer in Toronto, however, Canadian toys have been a bit of a disappointment, notwithstanding the fact that encouragement for their manufacture was given by the Government during the war to the extent of assembling an exhibit of Canadian-made toys, which was shown right in Toronto and many other Canadian centres. Possibly the Canadians were never very interested in this industrial development opportunity. In any case, they haven't "perfected their processes" to any appreciable extent, and some who were making toys have dropped out of the interesting business. In consequence, Canadian toy buyers are paying exchange to the United States on mechanical and electrical toys, as well as other varieties.

Over in England it has been vastly different. One large Toronto buyer was amazed this year when he visited the great exhibition in the Crystal Palace in London and discovered the extent to which former munitions makers had developed an important industry from toy-making, at first tried as a side line. English toys, moreover, it is said, possess the national characteristics. They are good and substantial and made with a certain respect for artistic finish. They include dolls, tin toys such as trains, spring wheel toys, animals, teddy bears.

Japan has sent along to swell the Christmas store in Canada dolls with bisque and celluloid heads and a certain number of tin toys. Some merchants, however, considered the Japanese tin toys of too flimsy structure for stocking up to any extent with them.

One fact deplored is that it is difficult to get the pretty doll that was every girl's possession a decade ago. The thorough-going Germans who had the monopoly of the world's toy trade in pre-war days were particular to secure real artists for the delicate task of modelling dolls' faces.

Price-Cutting Poor Business

THE existence of that class of customer who will never buy except at a discount is directly due to the trade itself. There has always been the type of dealer who would rather reduce his prices and make only a slender margin of profit than lose sales. This is the poorest training he could give the buying public, because the public learns to make increasing demands for reductions when such may be had for the asking. People compare the discount made on the same article in different stores. But the greatest injury of all is that they come to believe that the merchant overcharges in the first place when he marks his goods.

Customers who make a practice of asking a dealer to cut his prices are as a rule not worth cultivating. They are usually the first to return goods on one pretext or another and they love to spread the news that they have been able to buy at a lower price than their neighbors. The perpetual bargain-hunter never helps the dealer to stock quality goods.

Especially in these days of unstable prices the merchant who has a scale of prices for the same article runs the danger of losing the confidence of buyers. People will not believe that dealers sell at a loss. If a general drop in certain lines occurs, the merchant who, even at a loss, has a sale of these goods at a lower price than he originally asked and tells the public that they are reduced, will have established himself with his customers in a way he never can if he offers them at their original price to one customer and cuts them when there is a chance of losing a sale.

There are stores in Canada which are known to the public as two-price stores, and for that reason are usually well patronized, yet their customers are gradually putting them out of business because they are buying at a loss to the merchants. It is an established fact that the largest stores of today are the one-price small ones of yesterday.

POCKET RECORDER

The Hallowmax Co., 1813 Farragut Road, Brooklyn, N.Y., have introduced a pocket recorder, a device which holds a strip of paper forty inches long, with room for about 150 items. Doctors, lawyers, tradesmen of all kinds, business men, housewives, salesmen and school children quickly realize its usefulness.

Variety Draws Good Christmas Trade

This Toronto Stationer Depends on Leather Goods for a Big Proportion of His Holiday Sales.

"WHAT is your best-selling Christmas line?" Bookseller asked a Toronto stationer the other day. Without hesitation he replied, "Outside of books and papeteries, I consider my leather goods department the most profitable of all the lines I carry."

Pressed to tell the reason why leather goods sell so well, he said that the range there was to choose from served as a valuable suggestion box to the casual customer searching for a gift. He carries something in this line for every



SERVICEABLE AND ATTRACTIVE.

A smart, little leather hand-bag opening on the side and containing toilet articles and purse. The arm strap is very convenient. Shown in various leathers.

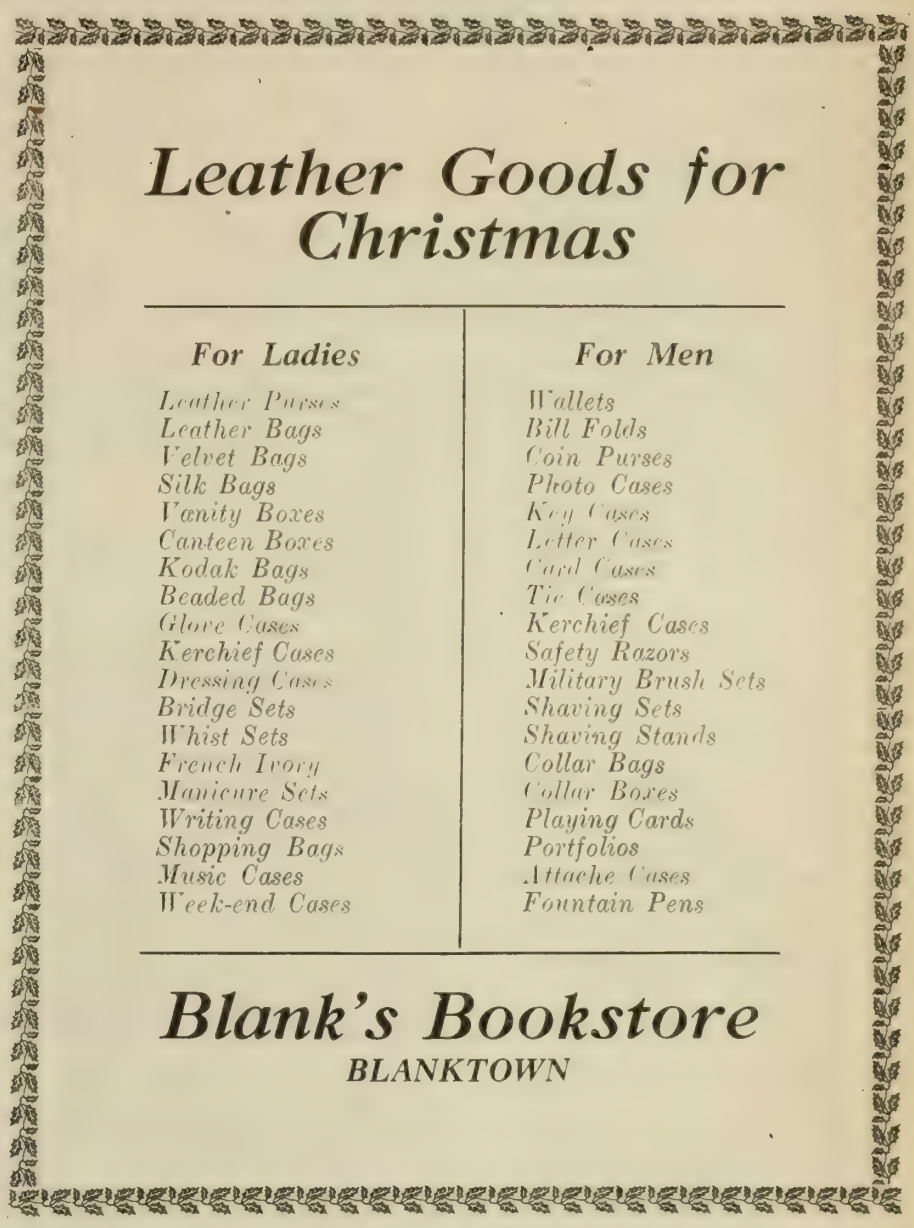
member of the family. Leather articles appeal as useful gifts; they are usually attractive and durable.

He pointed out also that the loss to him was very small through counter-soiling as compared with many other lines.

"By placing a variety of these articles in a prominent position, I can count on selling to a large percentage of the Christmas shoppers who pass them. This applies particularly to men's goods," he added with a smile. "Gifts for men seem somehow to be left until the last minutes in the vain hope that something different from the time-honored ties and gloves will be found. And a wallet or a set of military brushes or some kindred leather article is inevitably the dark horse."

This stationer then substantiated his arguments with an invitation to inspect his show case for leather goods. On the top shelf he displayed vanity boxes, glove cases, shopping bags, manicure sets in leather cases, and bridge sets. This shelf was labeled "Gifts for Ladies." The second shelf held billfolds, letter cases, portfolios, collar bags and playing cards and was called "Gifts for Men." The lowest shelf carried small purses, wrist-watch straps, belts and music-cases and said "Gifts for Boys and Girls."

"Come back after New Year and see how many of these I have left," was the parting request. Bookseller and Stationer intends to do so.



Suggestion for a leather goods Christmas advertisement.



ANOTHER NEW BEAUTY BOX

A further development of a much called-for article for Christmas trade. Fitted with large bevelled mirror, change purse, lip-stick and hair-pin purse. It comes in bright cross-grain Persian leather and fancy terrapin in brown, grey and navy.

Gift-Shop Idea For Bookstores

A Plan Every Retail Bookseller and Stationer Can Adopt, Thereby Gaining Prestige and Increasing Volume of Business and Profit

FOR 1921 one plank in the platform of every book and stationery store should be the aggressive development of the "Gift Shop" idea. There are exclusive gift shops in the larger cities and many department stores, especially in the Christmas selling season, have specially constructed booths, which are called "gift shops." Some of these are in the shape of Japanese pagodas, an enterprising Jap firm having sold hundreds of these pagodas in the U. S. and Canada to be used for that sole purpose. Readers will recall the illustration appearing in the November issue of the fine gift shop originated by Almy's, of Montreal, this being opened in November each year. It is in charge of Mr. Hoover, manager of the book and stationery department at Almy's.

For a book and stationery store this "gift shop" idea should be more than a Christmas specialty. It should be a year-round feature because gifts are in demand throughout the year. There are weddings in all months of the year, besides the whole gamut of wedding jubilee celebrations.

Every day is somebody's birthday, and all through the year there are various events such as children's parties and all sorts of social gatherings and celebrations which call for the presentation of gifts large or small.

The book and stationery store that makes a specialty of carrying a comprehensive stock of the items that are associated with "gift shops" will establish a reputation in the community that will attract an enormous amount of extra business that would not otherwise accrue.

In the average book and stationery store's stock, there are so many items suitable as gifts that, even without adding new lines, a most impressive "gift shop" can be devised. The natural result, however, will be that additional items will be stocked because this will obviously be a good step to take.

There is no occasion to back away from this idea as entailing too much effort and labor because to do this is no more trouble than to trim effective windows. Goods are taken from stock for window displays, why should they not similarly be devoted to a "gift shop" display?

Even if it did entail considerable work and effort the prospective results would more than warrant the expenditure of both muscular and mental effort in this direction.

Another benefit will be that any merchant adopting this course will be adding to his prestige in the community as a wide-awake retailer, and a store to achieve outstanding success these days has need to be wide-awake all the time.

This idea will be particularly effective in promoting the interests of booksellers and stationers who are reaching out for more business in toys, fancy goods and leather goods.

GREETING CARDS

As usual the majority of people have left their Christmas buying for the last week or two before Christmas, but it is not yet too late to take orders for Christmas greeting cards, and an advertisement set to look like regular reading matter should prove effective in bringing in a good grist of additional orders, this advertisement to be worded somewhat as follows:

Personal Greeting Cards

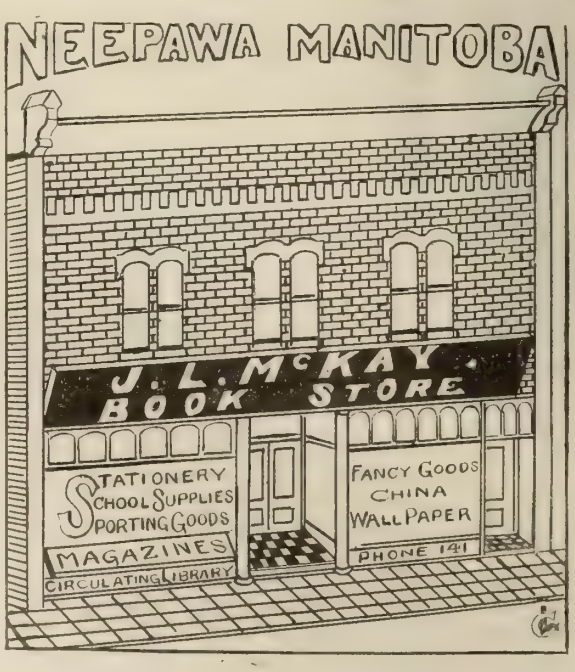
There are several dozen different kinds of greeting cards in the collection now in our Stationery Section.

Clever couplets conveying the true Christmas spirit are contained in the favorite booklet style of card. A dainty one in white, green or buff, with gleaming candle, winter scene, or Christmas tree decoration, with sender's name and address, can be had for as little as two dollars and twenty-five cents the dozen. Or it may be that an extra large size in buff color, edged with narrow line of blue, with picturesque coaching scene, delicately colored, may strike the fancy.

There are some particularly nice ones in Wedgwood green and white with garlands of evergreens or groups of pine trees, all keeping to the green and white motif; while others have "Lady Bountifuls" with interesting-looking baskets done in vivid colorings, and again many have snowy landscapes with cosy homes nestling among such graceful Christmassy-looking pine trees. For those who love the bluebird designs there are many pretty cards, all carrying the heartiest of good wishes for the festive season.

Individuality will be the reward of those who make their choice early, for the assortment is at its best. There is no extra charge made for having the sender's name and address engraved, and if cards are selected now there will be no delay in having this done.

W. E. Coutts, greeting-card manufacturer, sees a greater day ahead for this line than ever before. The great increase in orders during this year has forced Mr. Coutts to look for larger space. He intends moving into his new quarters in the early part of 1921. Several representatives of the firm are establishing themselves in the United States and all of the Coutts lines will be shown in England next year.



McKAY'S OF NEEPAWA

A well-stocked book and stationery store in the West is that of J. L. McKay, of Neepawa, Manitoba. There is a good stock of books and stationery, besides which representative stocks of china, phonographs, and wall paper are carried.

Mr. McKay opened this business in 1892, previous to which time he was a commercial traveller representing an Eastern wholesale house. That Mr. McKay has been successful in business in Neepawa as well as in winning the esteem of his fellow citizens is evidenced by the fact that he has for five years been mayor of Neepawa.

The illustration herewith showing the front of the store is a line cut that comes in useful for newspaper advertising and this will have suggestive value for other booksellers.

Mr. McKay is a regular reader of Bookseller and Stationer, finding it a most useful trade help. He is one of the live booksellers who, each year, make use of the holiday gift book catalogues as supplied to retailers by this trade paper.



Books

Precocity in Literature

Books by Juveniles the Order of the Day—Many Not Even in Their 'Teens

DAISY ASHFORD started something with her "Young Visiters," written when she was nine. Precocity in literature seems the order of the day. Books written by children from nine to ten years of age, magazine articles from mere striplings, boarding school boys writing realistic novels which cause a sensation in literary circles, these abound at this time. The dramatist who has risen to set a new standard for the American, and incidentally the Canadian, stage has just turned twenty.

England is witnessing a lot of precocious talent. A dozen others have sought to follow in the footsteps of Daisy Ashford.

More interesting is the group of boy novelists who have sent out books lately. They are not children, but grown lads with new notions of their own. Some of these books have wrested praise from the most conservative critics. One of the youngest and cleverest boys in this group is Alex. Waugh, an English boy. He writes of British schools and calls going to school a barbarous and futile business. He wrote this book in his seventeenth year. He has a fellow-genius on this side of the Atlantic in young Fitzgerald, who writes of Princeton. Another is Robert Nathan, and still another is Eugene O'Neil, who wrote the now famous play, "Horizons," at twenty—"and a young twenty at that," to quote a critic.

Each of these youthful writers takes a fling at old ideas and established usages. "How," cries O'Neil with that passionate note of protest that wins us ever over to the side of youth, "does society—organized conventional society—meet the young man of ideals and imagination? With a club, as some of us know by experience," and Nathan and Fitzgerald echo his words.

WHO IS ETHEL M. DELL?

"Who is Ethel M. Dell?" Of course one perfectly good answer is that she is a "best seller," as witnessed by the phenomenal success of her last book, "The Lamp in the Desert," now being duplicated by "The Top of the World."

"There has been a great deal of speculation about Daisy Ashford, but has anyone given a thought as to who Ethel M. Dell was?" asks the Bookseller.

"For years Ethel M. Dell has been one of the most popular of present day writers, and what else is known about her? And is anyone sure that that is the correct pronoun to use? Even her publishers are utterly ignorant as to who this author is, and her agent,



ARTHUR STRINGER.

through whom the publishers get the manuscripts, claims that he has not the faintest idea who this author really is. As 'she' refuses to be interviewed, refuses to have her picture taken, and refuses any information at all, this mystery has gone on for years, but she still continues to write spell-binders. It seemed perfectly natural to take it for granted that the publishers knew all about Ethel M. Dell, but as a matter of fact they do not, and many are wondering if there is anyone who does."

FROM THE PHILIPPINES

Among the 43 new subscriptions for Bookseller and Stationer that came in last month was one from Licerio J. Sison, of the Malayan Commercial Co., 1235 Ascarraga, Manilla, P.I.

BEST SELLING BOOKS IN CANADA

Fiction

Age of Innocence. Wharton	135
The Rescue. Conrad	120
I've Married Marjorie. Widdimer	100
The Captives. Walpole	90
Children of Storm. Wylie	60
Returned Empty. Barclay	50
Wounded Souls. Gibbs	30

Non-Fiction

Now It Can Be Told. Gibbs	60
Memoirs of Empress Eugenie	24
Old, Old Tales From the Old, Old Book Retold by Archibald Smith	21
Life of Times of Galt. Skelton	20
Outline of History. Wells	18

MARK TWAIN ON ALDRICH

In "Crowding Memories," by Mrs. Thomas Bailey Aldrich, the author quotes one of the best characterizations of her poet husband that was ever uttered. The speaker was Mark Twain, who once remarked to Robert Louis Stevenson:

"Aldrich is always brilliant; he can't help it; he is a fire opal set around with rose diamonds; when he is not speaking you know that his dainty fancies are twinkling and glimmering around him; when he speaks the diamonds flash. Yes, he is always brilliant; he will be brilliant in hell, you will see."

Stevenson chuckled and said, "I hope not."

"Well, you will, and he will dim even those ruddy fires and look like a transfigured Adonis against a pink sunset."

BOOKS AND AUTHORS

More light on Jane Austen's personality and home life is assured of a wide welcome from lovers of books; and is presented in a volume by the great novelist's grandniece, Miss Mary A. Austen-Leigh, entitled: "Personal Aspects of Jane Austen."

Sophie Kerr is retiring from the managing editorship of the Woman's Home Companion to devote all her time to writing. She already has a new novel under way. Miss Kerr has been connected with the Woman's Home Companion for twelve years.

BOOKS ON MUSIC

A new book to come very shortly is "What Music Can Do for You," by Harriett A. Seymour, a description of the ethical as well as the aesthetic values of music.

A FALLEN IDOL

From John Murray, London, comes a two-shilling edition of "A Fallen Idol," by F. Anstey, author of "Vice Versa," this being one title in a long list of popular novels in 2s. uniform cloth binding.

Strike New Note In Book Advertising

Time to Discard the Stereotyped Old "List" Idea and Tell Something About a Book in Order to Sell It

THIS season has seen the launching of a big campaign in the U.S. for the collective advertising of books and there is no question that this has had the effect of greatly increasing interest in books and the desire for their possession. Grant Richards advocated a similar undertaking for England but opinion over there on this subject is not unanimous. For instance, "The Book Index" of London thinks collective advertising secondary to effective advertising by individual publishing houses, who, according to this authority, operate on the principle of throwing books out on the market in the hope that by some mysterious manipulation of providence they will come to the notice of the people who will buy them. To quote further:

"A whim of the author governs his selection of title and the publisher seems content to imagine that that title is all that is necessary to sell the book.

"No branded commodity upon the market could keep its place with such slapdash advertising as is applied to the marketing of books. Even soap, tobacco, and health salts advertisements can be made to look more interesting than book advertisements ever are. Yet there is nothing upon the market which is potentially capable of such interesting treatment as the current publication of books.

"Collective advertising is a sound idea, but effective advertising is the crying need. Collective advertising has been applied to currants, wines, and many other products with uniform success. It is at present being successfully applied to cast iron. Of course it can be successfully applied to books, but the first essential is for publishers to differentiate between real advertising and mere space filling, or the quest of cut advertising rates.

"Books, by virtue of their intrinsic interest, theoretically command a free mention as news items. Instead of helping the publishing world, this free mention is the greatest deterrent to efficient book advertising. Publishers come to rely upon it and forget that it does not, in actual practice, apply to five per cent. of the books that are issued."

Proceeding to the consideration of novels, the writer says: "Some prefer strong love interest, some adventure, some detective yarns, some problem subjects, some society tales, some character delineation, and some psychological studies. None of these things are even hinted at in whole columns made up of nothing else but the bare title of the book, name of author and address of publisher. Perhaps it does sell some books —but books are about the only things it would sell.

"When publishers' advertising learns to strike the human note, it will get the human response. Stiff, staid and academic is the usual appearance, except when a few publishers run right off to the other extreme. The happy medium has yet to be found."

ADVERTISEMENTS REVIEWED

"Good pictures make windows of walls," is the way Lyman Brothers, 223-225 East Ohio Street, Indianapolis, head their advertisement.

"We wait with folios well filled with pictures and racks well filled with moldings for frames and cases well filled with art novelties," is the way the Lutt Gift Shop of Emporia, Kan., puts it.

THE BEST METHOD

A concern not having sufficient capital to go into national advertising asked "Printer's Ink" as to the best method of getting a message to buyers. The answer given was: "Use trade newspapers and educate both dealers and salesmen." To strengthen this advice illustrations were given of educational copy as run by other advertisers.

UNDER ONE COVER

The three stories by Kate Douglas Wiggin, Rose o' the River, The Old Peabody Pew, and Susanna and Sue, are now appearing together under one cover. They have that deep and fundamental appeal to the affections of the public which makes a story more in demand ten years after publication than on the day of its first appearance.

LIFE OF GOETHE

When Professor Hume Brown died in the year before last he left behind the MS. nearly complete of his "Life of Goethe." The work has been completed, edited and passed through the press by the author's old friend, Viscount Haldane, and is now being published.

THE EYES OF THE LAW

In "The Eyes of the Law," Ethel Penman Hope has interwoven in a quaint and amusing fashion the triple threads of two love stories and a jewel robbery. A bemazed detective and a quartette of jealous lovers furnish many laughable situations.

Mrs. Hope is the daughter of Rev. J W. Penman, B.A., for many years missionary in the Canadian Northwest. Her first book, "The Ways of the Heart," was published in 1908. Her husband is a prominent business man of Ottawa.

IN Woodstock, Ontario, an interesting note was struck on November 10th, in book advertising, when Shanley's Bookstore ran a big display advertisement as per copy of the text appearing below, which, as well be observed, constituted a reply to an article on book prices which had appeared in the editorial columns of the Sentinel-Review, the same newspaper in which this advertisement appeared.

SLUMP IN PRICES

The Editor of the Sentinel-Review gives us to understand that book prices are on the toboggan because a bookseller in Toronto advertises $2.00 books for 25c. In the same issue a news item stated newsprint paper would probably advance $10.00 per ton, January 1st.

Book paper and newspaper come from the same source—wood. Pulp-wood cannot be "raised" in a season like wool, cotton, or grain, or hoarded like sugar. Profiteering there may be—in fact is. We hardly think newspaper publishers will plead guilty—why suspect the book publishers. The real cause is a world shortage with no relief in sight.

The price of books will come down when the Sentinel-Review price comes down—no sooner. It will be interesting to know when that may be anticipated—we hope soon.

We consider ourselves forehanded in having loaded our shelves with books. The only reason they are not overloaded is because we couldn't get over half the books we ordered.

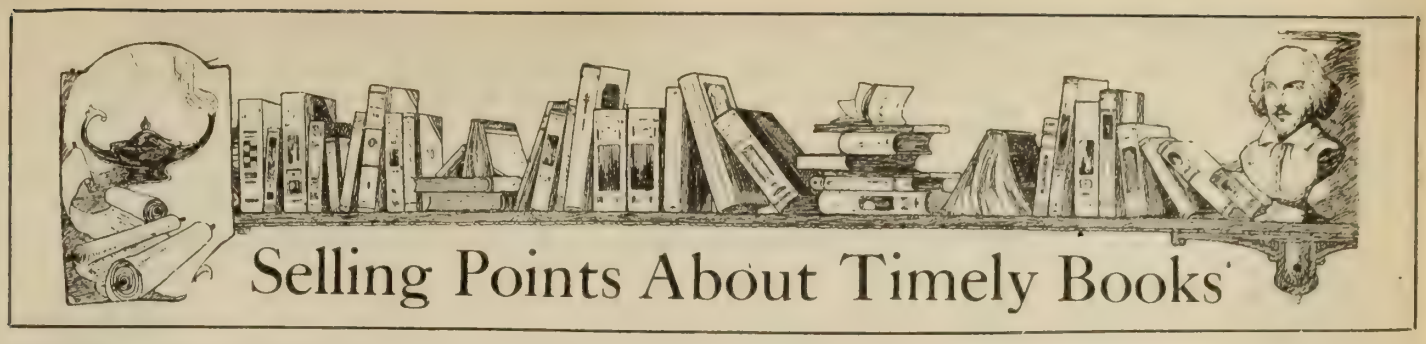
No, Mr. Editor, book prices are not headed south—their direction is north and many of the best books will be impossible to get even at much higher prices—but not the $2.00 kind that sells for 25c.

IN CALGARY

Wilson's Bookstore, 111 Eighth Ave., East, Calgary, Alberta, uses newspaper space to good effect in advertising. His copy is similar in construction to that of the average department store. Toys have been getting special attention, with attention paid to the arrival and departure of new novels.

Parker's included this paragraph in a recent advertisement:

"Santa has had us arrange to have a phone put in the 'Toy Shop' all for his own personal use. He wants little girls and boys who cannot come to the store to call him up and talk to him. Just call M1161 and ask for Santa, and tell him about all the things you want for Christmas. But you must try and come to the store tomorrow at 10 o'clock to see Old Santa himself."



Selling Points About Timely Books

THE FARMER IN POLITICS

The farmers have been making themselves felt in political circles, but their case has not been presented very widely in the form of permanent literature. In "The Farmer in Politics," by William Irvine, which has just been published, there is given a very exhaustive discussion of the causes of the farmers' movement, its aims, objects and possibilities.

SEA POWER

"A History of Sea Power" is an important new book by W. O. Stevens and Allan Westcott. Beginning with the very earliest known records of Phoenician and Athenian sea-faring, they have traced the rise and fall of navies, merchantman and man-of-war, down to the present day. The vista of history which is thus opened up is one of the most romantic and significant in human annals. In a way the authors have told a history of civilization from the point of view of sea power, and have shown most clearly the close interdependence of national power and control of the seas.

LOUIS COUPERUS

Arrangements have been concluded whereby McClelland & Stewart will have the Canadian rights for the publication of the books of the novelist Louis Couperus, regarded as the foremost living Dutch author. Among his most notable novels is "Small Souls."

INTIMATE GOLF TALKS

With all the world going golfing, Jessup and Dunn's "Intimate Golf Talks," a profusely illustrated volume published by Putnam's, will command interest everywhere.

When John Duncan Dunn was head of the great Wanamaker indoor-golf school, Mr. Jessup came to interview and remained to play. In his introduction he says: "These talks are more than interviews—they are the direct results of actual situations. I was the average golf duffer burdened with more than the average number of golfing faults. The ghost of this same duffer, club in hand, stalks through the following pages. Mr. Dunn's words in great part are inspired by the sight of this actual exhibit out of which he is attempting to make a golfer." (The photographs here will prove of great help to the player.) "He makes golf seem amazingly simple; he clearly shows the difference between an essential and a non-essential. I am thoroughly convinced there is not a man living who knows more about golf and how to teach it."

THE PARTS MEN PLAY

The London correspondent of the Montreal "Gazette" in a recent despatch to his paper quoted the London "Standard" as follows: "'Mr. Britling Sees It Through' no longer stands by itself as the great exponent of the philosophy of the war. Henceforth, it must share this position with Mr. Beverley Baxter's 'The Parts Men Play.'"

The book was recently published in London and seems to have excited much interest in literary London, being favorably reviewed by the newspapers.

LIBRARIES VS. MOTOR CARS

Principal Taylor of Queen's University, addressing the Woman's Canadian Club, Toronto, said:

"Almost every one has a motor car and hardly one a library. I don't mean sets of books and standard authors. I mean books gathered lovingly; only shabby treasures that you can call friends."

Urging upon parents the importance of wide reading on the part of the young, the speaker declared that too careful a restriction was not advisable. "Don't be afraid to let them read," he said. "Your small boy can read 'Don Quixote' without seeing one thing in it you would not wish him to see, and I have known a youngster of 9 poring enraptured for hours over the 'Faerie Queen' that at 20 would bore her to death. For a real education I would turn my children loose in a library and trust them to get the best out of what they read. Take books on your summer holidays, Dickens and Charles Reade and lots of Stevenson and let the youngsters read."

THE HERO OF THE LONGHOUSE.

From the World Book Co., Yonkers N. Y., comes "The Hero of the Longhouse," by Mary E. Laing. This story gives a portrayal of the human Hiawatha in and of his own homeland. As nearly as may be, the story follows well established facts, and these are supplemented with incidents that in themselves are true to the life of the Iroquois.

THE COMEDIENNE

Wladyslaw Stanislaw Reymont, one of Poland's most distinguished novelists, is the author of "The Comedienne," just published by Putnam's, being the tale of a Polish girl who rebels against her drab existence in a remote hamlet and joins a company of provincial players. The character and development of this strange young Slavic woman, and the settings and personalities of her environment, are described with graphic strength by Wladyslaw Reymont.

Reymont was born in 1868, in Russian Poland. At that time it was forbidden to speak Polish in the schools. Reymont, who insisted on using his native tongue, was systematically expelled from one school after another. Reymont is the author of twenty novels, most of them having been translated into several languages. "The Comedienne" is the first of his works to appear in English.

WON $2,500 PRIZE

The prize of $2,500, which Collins & Co., London, publishers, offered for the best novel submitted to them, has been carried off by a first romance, entitled, "The Journal of John C. Bulwer."

Its author, Miss Caroline Vehyne, is a young actress who has not yet had a single line in print. The novel which has won the prize was written when she was still in her teens, most of the actual writing being done in railway trains and theatrical lodgings.

The manuscripts with two others by Miss Vehyne were several times rejected by different firms before the young author had the lucky inspiration of entering "The Journal of John C. Bulwer" in this competition.

BOOK TRADE GOSSIP

Booth Tarkington has just completed the manuscript of a new novel, "Alice Adams," which, with "The Turmoil" and "The Magnificent Ambersons" will make a triology of novels built upon middle western life.

Although the critics are still at sea as to the authorship of "In the Mountains," one thing all readers agree—that the author must be a woman. The point of view, the satanic sweetness and playfulness of the irony are so distinctively feminine. Who but a woman would express such an amused tolerance of bores?

ASQUITH ON THE AMERICAN POINT OF VIEW

March 16, 1916.

If we made terms with the enemy now, Asquith thought that the Americans would be as furious with us as we should have been with the French if they had made peace in 1915 when we had a million men training here. The Americans thought that they were going to do a big thing, and they would despise us for giving way when America was about to win the war; they would hate us more than after the War of Independence. "Yes," I said, "and then there is the future. If we are left to be the sole support of France at some future date when Germany is ready to renew the war, then life in England would be intolerable. We must get America right in and responsible for the Peace Terms, so that if Germany broke them America would be involved, having footed the joint bill." —From "The First World War," by Col. Repington.

December 30, 1916

Robertson says that Lloyd George wants a victory quickly, a victory while you wait. He does not care where. Somewhere where opinion will be impressed, like Damascus. R. has told him that Damascus may come in time, when rail and pipe lines are laid, and meanwhile what about Beersheba? L. G. didn't fancy that Beersheba would catch on, but Jerusalem might! This is War Cabinet strategy at the close of 1916 and if we can win on it we can win on anything.—From "The First World War," by Col. Repington.

A NOVEL OF SOUTH AMERICA

"Black Gold," a new novel by L. E. Elliott, author of "Brazil To-day and To-morrow," and other books, is a novel of South America. An English theatrical troupe in the heart of the rubber country, political intrigues, a flight down the Amazon—here is a stirring adventure story, with a background of such descriptions of Brazil as have rarely been written.

THE SOUL OF JOHN BROWN

Stephen Graham's new book is called "The Soul of John Brown."

It was while marching to Cologne that Stephen Graham, private in the Guards, thought how he should have enjoyed marching through Georgia with General Sherman, and resolved to tramp along that Southern road when he got a chance.

As soon as he was free of the army he made an extensive pilgrimage throughout the South from Virginia to Louisiana to ascertain how the ex-slave lives, what he is doing, how the experiment of his liberation has prospered, and what is his future in the American commonwealth. This is the report of what he saw, heard, and, as a Christian humanitarian, pondered.

JOHN BURROUGHS' FIRST SWEETHEART

John Burroughs' recollections of his first sweetheart are as fresh and rose-tinted as the cheeks of the little lady as she ran down the hill to play with her ardent young admirer, aged five. "Uncle John" tells about her in "John Burroughs, Boy and Man," the semi-autobiography which is written by his friend, Dr. Clara Barrus.

THE ATMOSPHERE OF "KIM"

"Son of Power," a new book by Will Levington Comfort and Zamin Ki Dost, is set in the land of Kim, in India. Born in Chicago, educated in a circus, Sanford Hantee at nineteen had one definite purpose: to go to India and learn from one of the chosen the cumulative knowledge of the ages by which man can control wild animals without a club but by the power of his own will, his kindness and fearlessness. There is also the girl, Carlin, half English, half Hindu, of the most aristocratic caste in India. Among her people she is Gul Moti, the great Preserver and Chosen of Vishnu. This is a story of exquisite beauty and power.

AUTHOR OF "POTTERISM"

Rose Macaulay, whose novel of present-day life, entitled "Potterism," has been heralded as a literary sensation in England, is the daughter of the late G. C. Macaulay, literary critic and lecturer on English literature and languages at Cambridge University. Miss Macaulay was educated at home and at Somerville College, Oxford. Ever since being graduated she has been writing. She has written several novels and two books of verse. In addition to her novel writing she is now employed on reviewing and in free-lance journalism for various English papers.

THE EMIGRANT IN VERSE

"The Beckoning Skyline" is a new book of poems by J. Lewis Milligan. It is a lyrical narrative of the painful but zestful experience of a man with a young family slipping from the moorings of Homeland and sailing from Liverpool to other fields of endeavor in the New World.

This is the first attempt of any writer to treat at any length in a poetical manner the modern emigrant. It tells in musical verse the heart-story of thousands of British-born Canadians.

NIVEN'S NEW NOVEL

Following up Frederick Niven's "A Tale that Is Told," comes "The Lady of the Crossing," a tale of the Kootenay.

It is with ingenious verve and first-hand knowledge that Mr. Niven portrays life in a raw western community, his characters sketched with a Whistler-like exactitude and certainty.

Few authors can equal him at an "Up West" tale, for he has lived the life and forgotten nothing of his impressions of that rough frontier land.

CANADA FIRST

"Canada First and Other Poems," by James A. Ross of Wellandport, Ontario, contains considerable patriotic verse of simple but sincere appeal, and many poems reminiscent of the delights that make Riley and Eugene Field such favorites.

Among the new books this season is "An Anthology of Humorous Verse," by Carolyn Wells. It includes the work of all the jovial favorites.

Alice Winlow and K. Pocklington have written a fine story for girls in "The Morning Glory Girl." The heroine is a favoite with all and a leader in many harmless but exciting and mirthful pranks. The mother is described as having "a heavy hand and a heart of gold." The boarding school teacher, the absent-minded husband, and the shy lover are other characters that contribute to the humor or pathos of the story.

The authors of this story are well-known residents of Vancouver, B.C., and have embodied in the story their knowledge of the Western prairies gained at first hand.

"Tahiti Days," by Hector Macquarrie, is a record of leisurely, colorful days in Tahiti, quaint personalities, quaint customs, the movies of a western civilization under the palm thatch of the South Sea islands—a book for those who love to go a-voyaging to far corners of the earth where only the fortunate few find time to linger. The book is very beautifully illustrated with photographs.

R. C. Holliday, who wrote "Walking Stick Papers," gives us this season "Men and Books and Cities," which is a whimsical survey of men and books and cities, the outgrowth of a pilgrimage which Mr. Holliday made from New York to Indianapolis, Chicago and the Coast in search of literary loot. Nothing much escapes the thickly-spectacled eye of this genial philosopher. He pokes among the obvious with the tip of his walking-stick and invariably turns up the fresh, the amusing, the true and half-seen things that lie just below the surface. A gossipy, likeable, readable book, as full of personal revealing as it is of pleasant discovery.

AN AUTHORITY ON SCOTT

"Are you fond of literature?" asked Mr. Bowdly.

"Passionately!" Miss Tubbs replied.

"Then you must admire Sir Walter Scott," he exclaimed with sudden animation. "Is not his 'Lady of the Lake' exquisite in its flowing grace and poetic imagery?"

"It is perfectly lovely!" she assented, clasping her hands in ecstasy. "I suppose I have read it a dozen times."

"And Scott's 'Marmion'," he went on, "and 'Peveril of the Peak'?"

"I just dote on them," she said.

"And Scott's Emulsion," he said hastily, a faint suspicion dawning on him.

"I think," she said, "that it's the best thing he ever wrote."

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With an ample stock of our 88 Styles to meet every need of every kind of office-worker, the progressive stationer can feel satisfied that he is measuring up to the demands of his patrons.

To offer to supply something "just as good" is not good business.

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ENQUIRIES ARE SOLICITED

SMITH'S CENTENARY

W. C. Smart, manager of the famous English firm of W. H. Smith & Sons, who have a chain of book and news stores throughout England in an interview recently published told of the forthcoming centenary celebration of this firm. Speaking of his unbroken service of nearly fifty years with the concern Mr. Smith said it was his view that the habit of reading increases with the growth of the population, and he said that the number of books "devoured" by the working classes was extraordinary. Men of the mercantile marine on their way to some distant port with no library, such as carried by a passenger ship, and no wireless, and no newsboy to call round the papers, were the most omnivorous readers. Mr. Smart suggested that some sort of library ought to be carried in their interest even on small trading vessels. As for women, he thought that their tastes had not changed much during the last 50 years. They had—consisently—old and young, rich and poor—preferred love stories to all other books.

"Then, and for many years after, no bookstall was complete without a complete set of poets, for which there was a big demand. People don't buy the poets today as they did 40 or 50 years ago."

FIGHT COMMERCIAL BRIBERY

The following resolution has been adopted by the National Association of Office Appliance Manufacturers of the U.S.:

"Whereas, it is the conviction of the National Association of Office Appliance Manufacturers that the practice of commercial bribery, defined as the payment of gratuities by sellers to buyers or representatives in the employ of buying concerns or buyers, for the purpose of influencing or securing purchases is practiced to such a degree as to be a menace to the upbuilding of business on an honest basis, to fair trade practices and policies, and to the best interests of the public and the community in general; therefore be it

"Resolved, That the members of the National Association of Office Appliance Manufacturers pledge their support to the Fletcher Bill (S. 4603, 65th Congress, 2nd Session) which is now before Congress to make commercial bribery a Federal penal offence and to take such action as may later be deemed advisable by the board of directors of the association to arouse sentiment to secure favorable action; and be it further

"Resolved, That we urge upon organizations of sales managers and upon trade and business associations and publications to take an active part in urging Congress to take favorable action on the Fletcher Bill."

This should be a cue to the local associations of commercial stationers in Montreal, Toronto, and other large cities in Canada.

Finding the Average

One Definite Aim for the Trade—Merchant Has It in His Power to Hasten Readjustment—Public His Barometer.

THE average of human exuberance and depression is found somewhere close in the neighborhood of the ordinary mood in which we are found carrying on. The mean of highest and lowest temperatures is not far from the temperature that prevails for the greatest number of the 365 days of the year; and over a period of years (say ten) the abnormal and subnormal extremes of trade average not far from the condition in which the demand for all classes of merchandise is well-proportioned and in which prices are at a normal level, being neither too low nor excessively high.

It is therefore to be expected that following a period of abnormal inflation there will be a period of subnormal depression; but it is also a rule that the average of the two periods should be what the merchant considers happy days. To compel this average from the two periods, the latter of which is now here, should be the present aim of trade.

It is apparent, on the face of things, that this law of average works out from the standpoint of the public, the purchasers.

During the past six years there has been an abnormal distribution of wealth. Sections of the public formerly in all but destitute circumstances, have found themselves in comparative opulence. And the artisan has been known by his silk shirt; the mechanic by his closed car and shop clerks by their player pianos. As they have earned abnormally, so have they spent. Full heartedly they entered into the new conditions, led, it must be admitted, however, unconsciously, by those who have always enjoyed greater wealth, but who have, with increased wealth, also indulged in increased luxury.

Now is the pinch coming. Lower wages, shorter hours by reason of decreased production, in some cases loss of jobs, are combining again to popularize plain foods, plain clothes, comfortable houses and efficient but less elaborate baby carriages and things. People will now buy more moderately and less extravagantly, but they will continue to buy—rather to supply their need than to gratify their fancy. To that extent we will have hard times, not necessarily any further.

Canada Is Rich

For much of the money that circulated during the war has not been lost. It is still in existence and will still be used to conduct business and keep the old world going. Maybe the banks are calling it in; but it is in the banks to somebody's credit and will circulate so soon as it is seen that a sound basis has been restored to national business. And that restoration will be complete so soon as there is completed a sound basis to national living.

So, such depression as we may now expect is but transitory rather than permanent; it is the inevitable step from abnormality to the mean. Its name is temporary subnormality.

Co-operation is therefore the prime requisite in speedily re-arriving at the mean condition. Merchants who carry on in a reasonable way, offering reasonable goods, being satisfied with reasonable turnovers and profits, who appreciate that they are dealing with reasonable people who must now live reasonably, are those whose credit at the banks will most readily be restored, those who will least feel the pinch and who will most quickly recover from it.

Foresight

If the mistake has been made of living only from season to season, the greater will be the difficulty of ameliorating the trials of the next few months. But those who have always realized that they will be in business for the most of their lives will have already appreciated the importance of maintaining an average, a mean condition through all ups and downs; and to them even the most unusual conditions, up or down, resultant from war, are just the ordinary exigencies intensified. They are to be met by the old standby methods intensified.

It is the fear of hard times that intensifies depression. But the calm acceptance of hard times as a necessary transition to normality will ameliorate depression, providing adequate service for adequate returns is always the principle. When the public was a well-fed person it wanted caviar—and paid adequately for it. When it is a hungry child it wants porridge—and will pay adequately for it. And when enough porridge can be provided for adequate pay, there will be enough work to provide enough money to provide enough porridge. It goes round and round.

When the retail merchant makes his cog in the wheel fit and work smoothly, we are then much nearer the goal.

"For Books do preserve, as in a vial, the purest efficacy of that living intellect that bred them. A good book is the precious life-blood of a master spirit, embalmed and treasured up on purpose to a life beyond life." Milton.

"Employ your time in improving yourself by other men's writings; so you shall come easily by what others have labored hard for."—Socrates.

Toys for Christmas

Toys and Dolls

FEW items of goods for holiday gifts constitute so important a line as toys and dolls, more particularly because of the manner in which they loom up when one considers the children.

What would Christmas be for children without gifts?

What gifts for children excel toys and dolls? These terms cover a wide variety of goods, from articles costing a few cents apiece up to much more pretentious gifts.



DOLLS

Toy Tea Sets
Toys and Novelties

Import 1921 Delivery

IT is recognized by the trade that MORIMURA DOLLS are superior in finish and workmanship.

They have beautiful bodies, finely finished bisque heads, French glass eyes, perfect wigs.



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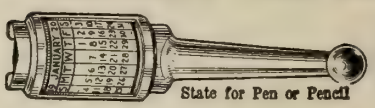


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New patent—finger guard absolutely prevents point pricking. Made of steel and always stays in place. Cost no more than others and sell readily. Write for FREE sample.



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State for Pen or Pencil

Full Size

This wonderful UP-TO-DATE combination clasp and yearly calendar will more than pay for itself by saving pencils and time. At all good stationers or from us 20c. stamps or coins.

ARGUS MFG. CO. Dept. 30
402-406 N. Paulina St., CHICAGO, ILL.

The Pen with the Magic Button



DURING the coming Xmas Holiday season, there is certain to be an even greater demand for this popular

"A.A." Fountain Pen

Filled by a mere twist of the wrist, this famous Self-Filling Fountain Pen sells readily at popular prices.

Trade discounts and information on special assortments upon request.

MODERN PEN COMPANY
533 Canal St. New York City

Dollars and Ideas

There is a saying that long since has passed the "original" stage so it cannot be credited to anyone in particular. It runs as follows: "You have a dollar. I have a dollar. We swap. Now you have my dollar. And I have yours. We are no better off. . You have an idea. I have an idea. We swap. Now you have two ideas. And I have two ideas. That's the difference."

An idea can be used by a great many people without anyone being the poorer for it.

BOOKSELLER AND STATIONER contains the ideas of many people which are yours to use free. They are reported, analyzed and prepared for your ready use right at your store.

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A number of Seasonable Lines of Goods which should form part of your window or showcase display from now until Christmas at least, being offered to you at exceptionally attractive prices.

Harmonicas (Mouth Organs)

A special discount of Five per cent. will be given on Orders for gross lots for Christmas Trade.

No. 701—Harmonica, 16 double holes, 32 reeds, nickel-plated concave covers, in hinged cover box. Wholesale, doz. $4.00

No. 804—Harmonica "Peerless," 16 double holes, 32 reeds, heavy nickel-plated covers, heavy brass plates, extension ends. A very attractive and well-finished Harmonica, easy blowing and splendid tone; hinged cover box. Wholesale, doz. $4.50

No. 709—Harmonica "Tremolo Concert," 16 double holes, 32 reeds, nickel-plated covers, in pasteboard box. Wholesale doz..... $4.75

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Est. 1849

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More New Music Trade Advertisements Will Appear in This Department Next Month.

WATCH FOR THEM

Music Trade News

MUSIC IN THE HOME.

The Music in the Home Campaign has been launched by the Canadian Bureau for the Advancement of Music. It bids fair to be a real success. The only alteration in the original plans is that retailers prefer to work on the individual rather than the co-operative system; the original idea was that several dealers in the same town should use the series of ready-made advertisements prepared by the Bureau. Particularly in the Maritime Provinces and the West, the trade is taking advantage of this economical, national plan for advertising their musical goods. The slogan, "Choose Musical Gifts This Christmas," is having its effect.

The Penticton Stationery Store, Penticton, B.C., has the following item in its Christmas advertising: "We carry full line of strings for violin, mandolin, guitar, banjo and auto-harp." Many other Canadian stationers have taken advantage of the heavy demand for small musical goods which has existed for some months and are well stocked with instruments. A thriving winter season is expected in this line.

THE POWER OF MUSIC

Make a large place in your life for music and it will bring you a priceless reward.

All the desires of your heart will come closer as you become attuned to the rhythm and harmony of life.

In the hour of rest music will uplift your spirit and give refreshment to every faculty of your being.

In the hour of rest music will uplift in the strength and energy which music has given you.

In the hour of jubilee music will bring you thrills of delight that compensate for that which is dull and commonplace.

In the hour of prayer music will quicken the aspirations of your soul and perfume your life with the breath of heaven.

In the hour of fellowship music will blend your spirit with others in unity and understanding.

In the hour of love music will enrich your heart with feelings that magnify the meaning of existence.

In the hour of memory music will unseal the treasures of the past and bring a sacred glory to the present.

—Waldo Pondray Warren, in "The Musicale."

SELL

the phonograph that has exclusive features which make it the best merchandising proposition in the trade.

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Write us to-day for full particulars of our special proposition for booksellers and druggists.

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106

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101 Famous Poems

is such a desirable book that a display of them will sell every one in your stock. You take no chances because in lots of 25 or over we allow 6 months free return privilege.

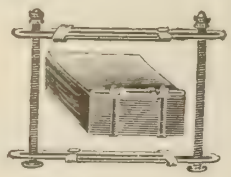
Prices: Crash cover retails 25c, costs you 15c. Board cover retails 35c, costs you 21c. Rose colored silk finish cover (for gift purposes)—a fast seller—retails $1.50, costs you 90c. F.O.B. Chicago. *Sample free.*

Our Other Books: *101 Best Songs, Everyday Songs, Favorite Songs* (Catholic).

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Watch This Page for Specialties

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Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

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Sign Markers
Rubber Type
Printing Outfits

Manufactured by
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Elizabeth, New Jersey

LABELING CLIP

A useful new labeling clip, made of cold-rolled steel, nickel-plated, is manufactured by the Little Major Appliance Company, 300 Canal Street, New York City. This clip will be found very handy for all open back binders and ledgers. It eliminates stenciling and pasting, while the cards can be taken out and replaced. The burrs on the flanges hold the clip in place. All one has to do to adjust this clip is to loosen the sheets and press the binder together.

NEW PEN CASE

A new item just introduced by the L. E. Waterman Co. is a case for displaying a fountain pen, the set including a variety of silk guards with either silver or gold mountings.

The case is substantial and is neatly finished. It is covered in blue imitation leather and lined with moire satin. When displayed open, the set makes an attractive showing and will appeal strongly for gift and other purposes.

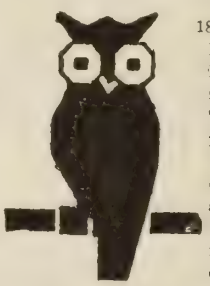
The utility of the silk guard in connection with the pen makes the set a practical and useful outfit.

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PAYSON'S INDELIBLE INK SUPPLIED by all wholesale drug houses in the Dominion. The best seller. Established over eighty years. Ask for counter display stand which greatly increases the sale of ink. Received highest award at many Expositions.

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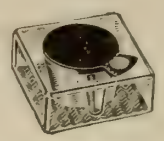
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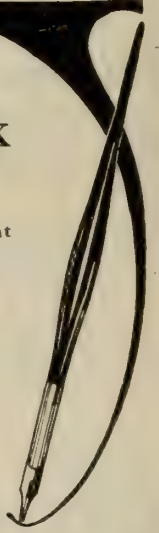


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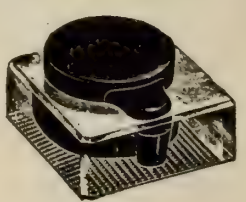
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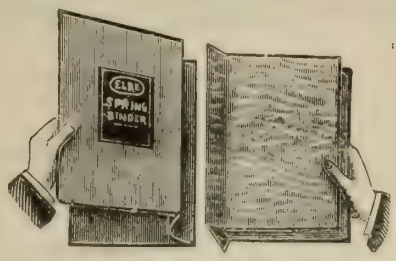
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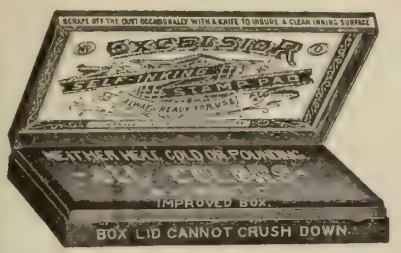
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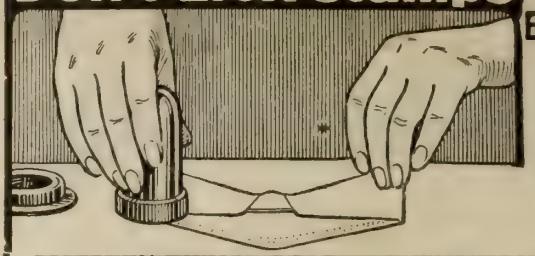
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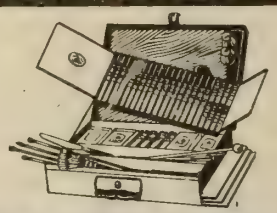
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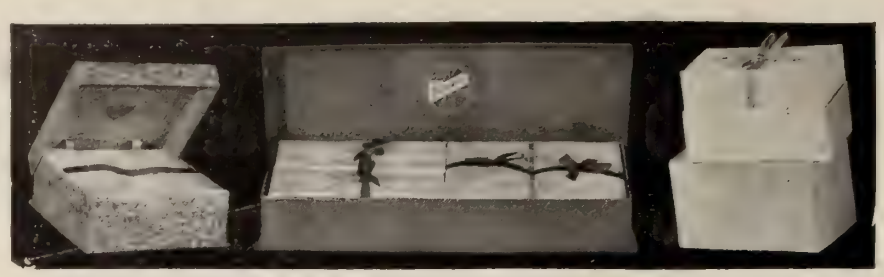
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